



# CHEMIST & DRUGGIST

The newsweekly for pharmacy

August 24, 1991

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### Judge questions contract criteria

### PSNC gets legal opinion on collection adverts

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**Education a priority as Scots submit 1992-93 pay claim** 300  
Inflation linked fee increase and £1,200 for attending continuing education courses proposed

**Script collection not a pharmaceutical service under NHS Act** 301  
PSNC releases legal opinion on whether advertising services breaches contract

**Northern Ireland judge questions 'necessary or desirable' criteria for contract** 302  
DHSS issues revised guidance on control of entry

**Managing the manager — time for a truce** 313  
Brian Lake argues for the end to an adversarial relationship

**The benefits of a service fee for rural pharmacy** 314  
The latest "Brunel survey" from Keith Jenkins and David Marsland

**Uses for bar codes in the pharmacy** 316  
Ateeq Rehman explains the basic principles...

**Lloyds bid for Macarthy hinges on share price** 318  
Macarthy board advise no action, Unichem still confident

**Revenue to simplify tax regime for self-employed** 318  
Proposal to bring tax assessment onto current year basis

**Little sign of business recovery in High Street** 319  
Consumer confidence still low, says CBI

## REGULARS

Topical reflections	303
Counterpoints	304
Prescription specialities	312
Business news	318
Coming events	319
Classified advertisements	320
Business Link	321
About people	322

## Comment

The judicial review of Northern Ireland legislation governing changes to existing pharmaceutical contracts and the granting of new ones, calls into question its substance in certain particulars, and more pertinently, advice from the Department of Health and Social Security on its application.

In the first place Lord Justice Murray's judgment makes clear that the Pharmacy Practice Committee, in acting for the Health Board, must clearly establish and define the "neighbourhood" relevant to the application to open up a pharmacy. If it fails to do so it cannot properly judge whether or not the application is "necessary or desirable to secure adequate provision of pharmaceutical services in the neighbourhood in which the premises are located..." Because the PPC failed to do this in this case its decision to reject the application was quashed. Presumably any PPC will now rigourously define the neighbourhood relevant to applications before it, and any previous PPC decisions that do not comply with the judgment also may be challenged afresh.

PPC procedures in regard to privacy of information are also criticised by the judgment. In essence, all interested parties must be made aware of points raised by others, in so much as they affect them, even though they are absent when that evidence is given. In this case the views of a third party

were concealed from the original applicant because that person had himself applied to open in the same development.

The other germane points of the judgment relate to the DHSS guidance to the procedures and scope of the National Appeal Panel which considers appeals against PPC decisions. Lord Justice Murray says the guidance is outside the law in that it denies an applicant representation by a paid advocate at an NAP hearing, and because it reduces the remit of the NAP to a review rather than an appeal. This would seem to call into question all NAP decisions to date and render them likely to a re-run. The DHSS embarrassment over its misleading guidance must be considerable, particularly as some pharmacists will have been financially penalised by some NAP judgments taken on false premises.

The relevance of Lord Justice Murray's judgment to Great Britain is unclear, because the Department of Health's guidance notes differ from that of their DHSS counterparts, and that at the very least disaffected parties on the mainland will be searching for parallels in the judgment that could be to their advantage. The need to define the "neighbourhood" relevant to a particular entry applications anywhere in the UK could be the most important spin-off from the Northern Ireland saga.



# Education a priority in Scots' 92-93 claim

The Pharmaceutical General Council (Scotland) says £1,200 a year should be made available for each pharmacist/contractor to encourage attendance at a minimum of eight half day approved education sessions.

In its 1992-93 remuneration claim recently sent to the Scottish Home and Health Department, the PGC puts education at the top of its agenda. "The PGC considers the range of services offered by contractors should be based on sound education and training," it says. "Such education should not be compulsory, but should be a requirement in order to obtain enhancements to remuneration."

PGC chairman Graeme Millar says the Council envisages 70-75 per cent of the £1,200 would go towards purchasing the courses from the Post-Qualification Education Board and providing for travel and subsistence, with the rest the incentive for pharmacists to take part. Locum fees would be met from the PQE Board budget.

Mr Millar says operation of the scheme would very much depend on how money is shifted around the PQE Board. But one scenario would see pharmacists creating the demand for courses in order to get the £1,200, with the PQE Board being kept on its toes supplying the courses pharmacists wanted to attend in an "internal market".

Incorporating oncost and the container allowance into the professional fee this year simplified core service negotiations, but for 1992-93 the PGC wants to go one stage further. It is seeking a fee increase at least in line with the rate of inflation and that awarded to other health professional groups, but also wants to discuss the relevance of the guaranteed sum. "We would like to take out the volume argument altogether, so if pharmacists do more work, they get paid more in fees," says Mr Millar. And prior to settling the 1992-93 claim, the PGC would discuss with SHHD individual prescriptions for high cost items and the disparity between payments for pharmacists and appliance suppliers.

The PGC also seeks appropriate increases in non-core fees and services, including oncost on stock orders, and says period of treatment fees may need higher funding as prescribing for extended periods is on the increase.

The SHHD has already agreed to consider compensation for contractors wishing to relinquish their contracts in areas of over provision, but the PGC is now suggesting that any scheme should

be widened to cover the relocation of existing pharmacies in areas of need and inducement payments to encourage pharmacies to open in areas of special need. The PGC suggests this would cost around £500,000 a year for five years.

On existing "extended roles", the PGC considers patient medication records should be expanded to build up more comprehensive patient profiles and to include more patient groups such as diabetics.

With the DoH Working Party due to report in the Autumn on community pharmacy South of the Border, the PGC is reserving its position, although Mr Millar acknowledges it is likely to adopt many of the recommendations.

"Some of the recommendations will result in services which will not easily be paid for," says Mr Millar. With substantial sums of money possibly at stake, the PGC is hoping

to get the principle of a tiered fee approach agreed before having to decide actual details. He wants to avoid the delay that arose with residential home payments.

The General Council has also turned its attention to the way contractors are paid. With the Prescription Pricing Division committed to producing monthly prescribing expenditure statements within a month, it says data will be available at the same time to allow contractors to be paid in full at the end of the month after dispensing.

The PGC argues that this could mean the end of the advance payment system, and suggests large administrative savings could be made if the General Council itself was paid the money owed to contractors by the PPD, and then acted as the paying agent to contractors.

"Duplicated administrative work in 15 health boards would be removed," it says.

The PGC suggests there will be an annual need to increase the £130,000 funding of needle exchange schemes. Mr Millar says the General Council is working towards a "centres of excellence" policy, in which 20 or 30 pharmacies, chiefly in the large conurbations, are trained to give specialised AIDS counselling.

The PGC also considers there is scope for contractors to take over the distribution of products, such as breast milk substitutes and vitamin preparations, for which a number of trial schemes are in operation. It is also calling for an annual allocation of a fixed percentage of funds to be set aside for practice research.

Mr Millar says he expects to meet SHHD officials in September to discuss the claim. He hopes to have the discussions on models of payment completed by the time talks turn to figures in November/December.

## Boots report 36 pharmacies to Society

Thirty six pharmacies in and around Plymouth have received letters from Boots saying a formal complaint has been lodged with the secretary of the Royal Pharmaceutical Society's Statutory Committee about an advertisement for a repeat prescription collection service in the *Plymouth Evening Herald*.

The advertisement was placed by members of the National Pharmaceutical Association's Plymouth & District Branch, and featured a pharmacy door with the words "Ask and collect", surrounded by 36 boxes, each

containing the name of a pharmacy.

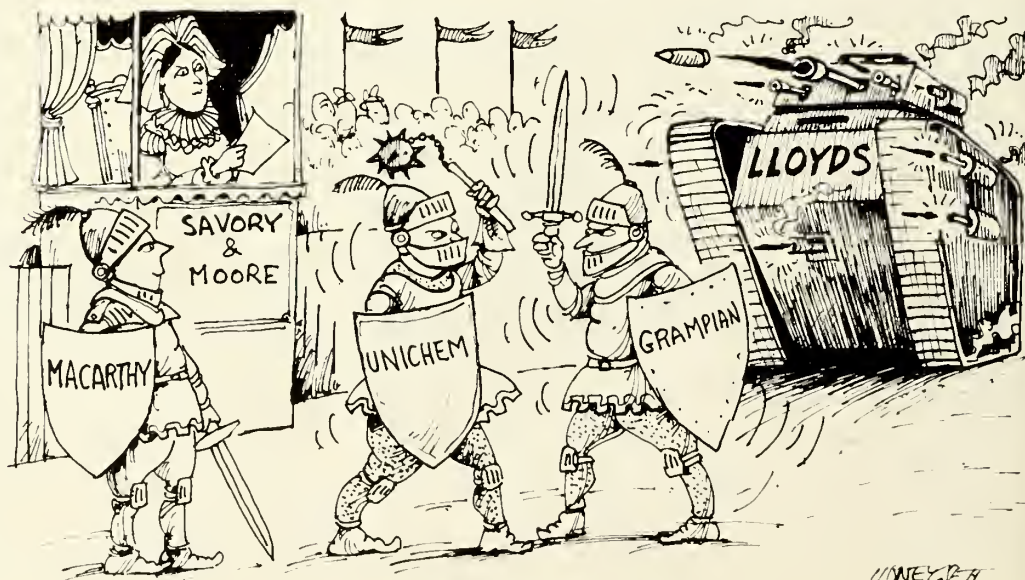
In their letter, Boots allege that one sentence in the accompanying copy — "Unlike a national company we are not offering this service to increase sales, rather to assist the patients of local doctors" — amounts to a breach of paragraph 7 of the Code of Ethics so serious as to amount to misconduct.

Anthony Allen, chairman of the Plymouth & District Branch of the NPA, is unrepentant. He says he is making the most out of what he sees as a Boots attack on independents.

National Pharmaceutical

Association director Tim Astill says he is concerned that Boots chose to go direct to the Statutory Committee rather than first to the Ethics Committee.

"Had it gone to the Ethics Committee then that Committee and Council would have decided whether the pharmacists had been over enthusiastic in their advertising copy, just as they decided that Boots had overstepped the mark in regard to residential homes letters. It would then have been for Council to consider referral to the Statutory Committee."



HONEYBEE

For the takeover battle see page 318



# 'Script collection not a pharmaceutical service under NHS Act'

According to the opinion of the Pharmaceutical Services Negotiating Committee's solicitor David H. Reissner of Charles Russell, a collection and delivery service is not a pharmaceutical service within the meaning of the National Health Service Act.

This opinion will be considered by the Committee on September 18. However, secretary Steve Axon says that in view of the number of inquiries made to PSNC "we felt that the information should be published prior to the meeting in order that contractors are as informed as they can be on the legal situation regarding the collection of prescriptions from doctors' surgeries".

The full text of Mr Reissner's opinion is as follows:

"The Terms of Service are contained in Schedule 4 to the NHS (General Medical and Pharmaceutical Services) Regulations 1974 (as amended). Paragraph 7 of the Schedule provides that "a chemist shall not advertise either directly or by implication that his name is included in a pharmaceutical list or that he provides or is authorised to provide pharmaceutical services". The word 'advertise' is defined very widely and it is certainly arguable that the advertisement of collection and delivery services would infringe the Terms of Service. However, it is my view that there would, in fact, be no breach provided care is taken to avoid one particular pitfall.

"The prohibition on advertising relates to the provision of 'pharmaceutical services' and the regulations have been made pursuant to powers given in the National Health Service Act 1977. According to Section 41 of the Act, 'pharmaceutical services' means the supply of drugs and medicines and listed appliances. It follows that a collection and delivery service is not a pharmaceutical service within the meaning of the National Health Service Act. An advertisement for a collection and delivery service which refers to this service alone will not, in my view, constitute the advertisement of pharmaceutical services. However, an advertisement which referred to the dispensing of prescriptions would be in breach of the Terms of Service. Similarly, pharmacists must not lead patients to believe that if a particular pharmacy arranges the collection of their prescriptions, the patient has to have the prescription dispensed at that pharmacy. If a patient were led to believe that he no longer had the right to choose where to have

the prescription dispensed, this may imply the provision of pharmaceutical services.

"It is not entirely clear why the Terms of Service prohibit some advertising: professional conduct has always been the province of the Royal Pharmaceutical Society. The intention may be to prevent pharmacists from giving the impression that they have been given a particular seal of approval by their FHSA. I do not think that the NPA advertisements I have seen would conflict with this principle and, indeed, the Society now permits the advertisement of professional services including collection and delivery services.

"You have asked a number of specific questions about the risk of infringing the Terms of Service and I will answer these below:

1. If a pharmacist walks into a surgery and tells a doctor he would be willing to collect prescriptions if patients request it, I do not consider that this would be advertising even if I were wrong in saying that it is not in breach of the Terms of Service to advertise collection and delivery services. In general, 'advertising' is defined as involving either an element of promoting the service publicly, or seeking business. There is nothing wrong with imparting information in a private conversation about the availability of the service.

2. If a pharmacy places a notice on public display that it is prepared to provide a collection and/or delivery service, this would amount to an advertisement, but would not constitute a breach of the Terms of Service unless I am wrong in my view that collection and delivery services are not strictly 'pharmaceutical services'.

3. If there is any breach of the Terms of Service, a complaint could be made to the Pharmaceutical Service Committee. Where the FHSA has suffered no loss and a patient has suffered neither loss nor inconvenience, I suggest that the appropriate course on a first infringement would simply be a warning to comply more closely with his Terms of Service.

4. If a pharmacist has been held to be in breach of his Terms of Service and he continues to advertise, I expect that subsequent Service Committee hearings would lead to a withholding of remuneration.

5. If a Service Committee fails to take strong action there is probably little which a complainant could do. Normally, the complainant would not have a right of appeal and, although everything would depend

on the particular facts of an individual case, the Courts would be slow to interfere.

6. If the question of the advertisement of collection and delivery services came before the Courts, I expect that the Regulations will be interpreted strictly. However, without straining the language of the Terms of Service, I expect that any judge would take account of the changes over recent years in attitudes towards professional advertising and the fact that it is the function of the Royal Pharmaceutical Society, not the Terms of Service, to maintain standards of conduct."

## NI statistics

In May 1991, chemist and appliance suppliers in Northern Ireland dispensed 841,318 forms with an average of 1,649 prescriptions per form. Net cost was £10,082,296.33 — a gross cost per prescription of £7.56.

## Scottish statistics

A total of 3,604,444 prescriptions were dispensed by Scottish chemists and appliance suppliers during April 1991 at a total net cost of £24,831,459.99. The net cost per prescription was £6.89 for chemists and appliance suppliers, £6.84 for chemists only.

## No connection

The three men, including one pharmacist, cleared of CD production charges last week (p270) ran, at the time of their court appearance in 1989, the Plashet Pharmacy, Plashet Grove, East Ham. They have no connection with the current owner of that pharmacy, nor with the Sushil Pharmacy in Plashet Road, Plaistow.

## Beds LPC plans central scheme on repeat collection

Following "overwhelming agreement" among contractors to avoid a free-for-all over repeat prescriptions, Bedfordshire Local Pharmaceutical Committee plans to press ahead with a centrally co-ordinated scheme.

A meeting with the officials of the Local Medical Committee revealed that the majority of GPs were "alarmed and dismayed" by the implications of a collection service, and would not be prepared to alter their present surgery organisation.

The LPC has put forward suggestions to be discussed by the LMC at their next meeting. A letter detailing these has been sent to local pharmacists. The LPC proposes prescription collection by

pharmacists should be on a "named patient" basis only. It would be the patient's responsibility to tell their pharmacist on each occasion that a prescription needs collecting. "No approaches to surgeries would be necessary and no consent forms or pseudo-registration documents," the LPC says.

Should the LMC, as is expected, accept these suggestions, the LPC will make any necessary public service announcements on behalf of all contractors and issue guidelines. In the meantime all contractors are asked to refrain from "precipitate action".

"The LPC is trying to diffuse the situation," chairman Leslie Robertson told C&D. The LPC meets next on September 17.

## Endorsement of garlic welcomed

An editorial in the *BMJ* on garlic has been welcomed by Lichtwer Pharma, makers of Kwai garlic.

Garlic has beneficial effects on coagulation, platelet aggregation, vasodilatation, and serum lipid concentrations, say doctors from the Royal United Hospital, Bath. Some studies have contradicted these findings, but have been criticised for using inactive products and being poorly designed.

An unresolved problem is the odour of garlic, but other side-effects, such as gastro-intestinal disturbance, asthma and contact dermatitis, are uncommon.

The article concludes: "Evidence that garlic reduces cardiovascular risk factors is accumulating but is incomplete.

Some garlic preparations may be useful in treating hyperlipidaemia and hypertension, but concomitant reductions in morbidity and mortality remain to be shown."

Lichtwer Pharma says: "For the *BMJ* to report on the forever growing story of garlic and its benefits against heart disease is a major move ahead." They have spent over £6 million on research and clinical trials into Kwai.

• The results of the first British survey into attitudes towards garlic, commissioned by the Garlic Research Bureau, found that 8 per cent of the sample took garlic. The main reason given was to stay healthy or for general health; 63 per cent of men and 49 per cent of women took garlic for this reason.



# NI judicial review questions 'necessary or desirable'

In a judicial review of the legislation governing the control of entry onto the pharmaceutical list, a Northern Ireland judge has raised questions over the "necessary or desirable" criteria used to judge applications.

In a judgment in the High Court of Justice in Northern Ireland on April 17, Lord Justice Murray says that in the statutory wording within which pharmacy practice committees have to judge applications — "necessary or desirable in order to secure adequate provision of pharmaceutical services in the neighbourhood" — he has no difficulty understanding what is meant by "necessary" in this context, "but what is meant by the alternative 'desirable'?"

"I suppose the PPC might come to the conclusion that the demand for services in the neighbourhood is such that it could not be said to be 'necessary' to have the new pharmacy in order to ensure the adequate provision of services is achieved. It is conceivable that the PPC might, however, go on to say: 'Well, we cannot say it is necessary, but we certainly think it is desirable to have the new pharmacy in order to achieve adequate services'."

"I cannot say that I personally find the two-way test readily understandable and I cannot say that I am very clear as to the intention of the legislator behind it, but in any event it is for the PPC to interpret it as best they can," Lord Justice Murray said.

Pharmacists Paul Cooper and Brendan Anglin had applied for a judicial review of a decision of the National Appeal Panel and the Eastern Health Board's Pharmacy Practices Committee. The two, of Poleglass Pharmacy, Bell Steele Road, Poleglass, Belfast, applied on September 30, 1988, to open a second pharmacy on the Dairy Farm Site, Stewartstown Road, half a mile from their existing business. If that application failed, they wished, as an alternative, to relocate their existing business.

On March 31, 1989, the application was refused by the PPC on the grounds that existing pharmaceutical services were adequate to support the existing population, that an additional pharmacy was likely to affect the viability of existing pharmacies, particularly in Twinbrook; and that no complaints had been received about the existing services.

The applicants had given informal notice of a desire to "relocate" if their application for a second pharmacy was unsuccessful, but when they lodged a formal application on April 19, 1989 they found themselves in a queue behind a relocation application for the same site lodged by John Tweed, of

Summerhill Park, Twinbrook.

Mr Cooper and Mr Anglin appealed against the PPC decision. The National Appeal Panel met on October 12, 1989 and dismissed the appeal saying there was no apparent procedural defect in the PPC decision; that new tabled evidence was not of sufficient weighting to change the original decision, and that the original decision was not mistaken.

## PPCs have to judge applications 'necessary or desirable'

The application for judicial review was based on the way the decisions of the two statutory bodies were arrived at and much argument centred on Department of Health and Social Services guidelines to the control of entry Regulations.

Lord Justice Murray decided that the DHSS had attempted to cut down the scope of the appeal to what was in effect merely a review, and that such advice should have been disregarded by the NAP.

He further decided that the Department had mis-stated the law in saying appellants were not entitled to legal representation before the NAP. While the Regulations contained such a prohibition for PPC hearings, it made no mention of such a ban for NAP hearings. "Such wrongful denial of legal representation seems to me to be a procedural matter of such importance that I would have been willing to quash the NAP decision on that ground also."

The judge also had much to say on the use of the word "neighbourhood" in the Regulations — "...in order to secure the adequate provision of pharmaceutical services in the neighbourhood in which the premises are located..."

"If the PPC is to carry out its statutory function properly, it must first decide what area is to be taken as 'the neighbourhood' of the premises in the application," Lord Justice Murray says. "Until it has decided this, it simply cannot decide whether the existing provision of pharmaceutical services is adequate or not for that neighbourhood."

Lord Justice Murray also points out that there is no definition of the word "neighbourhood" anywhere in the legislation, leaving the PPC to define it as best it could. Since the PPC had failed to take account of the statutory requirement to define the "neighbourhood" for the purpose of the application, he said that on the ground alone their decision must be quashed.

The judge also ruled that an

applicant in a hearing must be made fully aware of all the points made against him, even if he is not present throughout the hearing, and is given a full opportunity to answer those points. If the PPC does not do this, Lord Justice Murray said it seemed to him the applicant has not had a fair hearing in accordance with the rules of natural justice.

Lord Justice Murray, in quashing the decisions of both the NAP and PPC, directed that the applicants' application be reheard by a freshly constituted PPC.

Following the judge's criticisms, the DHSS in Northern Ireland on August 12 issued a new circular amending its guidelines on control of entry and is to hold a seminar on the whole process.

Thos O'Rourke, secretary of the Pharmaceutical Contractors Committee in Northern Ireland told C&D that PPC members and lay members of health boards had been invited to a half day seminar on

September 23 with the chief legal officer of the Central Services Agency on PPC procedure.

In Scotland, a spokesman for the Scottish Home and Health Department said that they were studying the judgment to see if it had any implications in Scotland.

PSNC secretary Stephen Axon said that the use of the word "neighbourhood" was "totally inappropriate" for pharmacy, with central London pharmacies serving the commuter traffic and rural village pharmacies, where 99 per cent of prescriptions came from the immediate population.

Mr Axon said he found the judge's comments regarding "necessary or desirable" of "considerable interest". He said: "How can you decide something is 'desirable' — which is subjective — when you are measuring an adequacy of service — which is objective. The actual word 'desirable' does cause problems."

## BDA launches toothpaste accreditation scheme

The British Dental Association has launched a scheme to award an approved logo to toothpastes whose claims are found to be valid by a panel of experts.

The scheme will come into effect on September 1 when the first eight accredited products will be able to display the logo. These are Colgate Gum Protection Formula, Crest Decay Prevention, Crest Tartar Control, Crest Ultra Protection, Macleans Milk Teeth, Macleans Standard, Macleans Sensitive and Sensodyne P.

The scheme has three major objectives:

- To assist the consumer in the choice of safe products which perform in accordance with the manufacturers' claims;
- To encourage research and development in toothpaste manufacture;
- To improve the quality of dental health information available to the public.

Central to the scheme is the BDA's independent panel consisting of three dental researchers and a toxicologist. Submissions are voluntary but must include not less than two clinical trials by independent investigators, one of which must be carried out in the UK. The panel's decision is final.

Speaking at the scheme's launch, Geoff Garnett, chairman of the Council at the BDA said: "This is a major benefit for the consumer. Not only can they readily identify the brands that have been evaluated



by independent dental experts but they can be assured that any claims for the brand have been clearly demonstrated in the trials and tests submitted to the panel."

The scheme has been well received by manufacturers, said Mr Garnett. In seeking accreditation, companies agree to be bound by the BDA code of practice on advertising and the use of the BDA logo. The accredited brand will voluntarily limit its advertising claims to those validated by the panel.

The panel will also consider applications from companies for accreditation of other oral products including mouthwashes, said Mr Garnett. However, constraints on time and personnel may prove a limiting factor.

The BDA is now embarking on a major public relations exercise to make the public aware of the logo and what it means.

Smithkline Beecham say the logo will appear on their packaging from November and "will enhance the credibility of products".



## Health worry falls away in middle age

Young men aged 15-24 years old are more health conscious than any other age group of either sex whereas women believe they suffer more from stress.

These are the findings of a survey of 20,000 people undertaken by BUPA and the Henley Centre for Forecasting.

Discussing the trends, Dr Hugh Thelwall-Jones, BUPA group medical advisor, said younger groups tend to be highly active while they are at school and college, then health consciousness declines in the mid-20s when work and a more sedentary lifestyle takes over. Interest is renewed in the 55-64 age group, reflecting a growing health awareness as people see friends and colleagues suffer heart disease, cancer and a generally declining state of health.

Survey results also show that 43 per cent of women believe they often suffer from stress compared with only 31 per cent of men. Among women in the 35-44 age group the figure was 51 per cent.

Over the past four years, the survey has consistently recorded 10-15 per cent higher levels of stress for women. Dr Thelwall-Jones believes this reflects the perceived pressures a lot of women are feeling as they juggle the demands of working with the responsibility of being the main carer for the family.

"While more women believe they suffer from stress it does not suggest they are not coping. However, long-term exposure to high levels of stress is likely to affect health and well-being."

## No smoking

A national training programme on smoking cessation for pharmacists is being launched next month by the National Pharmaceutical Association in association with Lundbeck.

A series of workshops will be run by Manchester GP Dr Chris Steele and Dr Allan Norris, a psychologist from Birmingham.

Pharmacists will be told about the problems of giving up smoking, the role of the pharmacist, how to recognise motivated customers, how to counsel smokers who wish to quit, how to advise on the correct use of aids, and when to refer a customer to their GP.

The first two of the free workshops will take place on September 24 at Heathrow (7-10pm) and November 6 in Leeds (6.30-9.30pm). Refreshments and a buffet will be provided.

Pharmacists wishing to attend are asked to contact Kathy Wheelan at The Smoking Cessation Training Project, Lundbeck House, Hastings Street, Luton, Bedfordshire LU1 5BE. Tel: 0582 416565.

## Achieving compliance

Patient compliance is probably the most important problem affecting the success of any drug regime, and more and more of my time is devoted to ensuring that patients are fully aware of how their drugs are to be taken.

A recent piece of research which earned Dr David Raynor in Leeds a PhD, questions the effectiveness of such verbal advice, advocating instead the issuing of a medication sheet which comprehensively explains when and how the drug should be taken, and also expands the brief, additional BNF recommended labelling appearing on each container. His conclusions were based on patients being discharged from hospital, and cannot necessarily be directly extrapolated to the community sector where the relationship with the patient is "ongoing".

However, the use of a simple, understandable *aide memoire* for the patient to retain and read could easily be introduced into the software of our labelling systems and, since it would only have to be issued for newly prescribed drugs or on request, could become a vital reinforcement of our own verbal counselling.

## Two into one?

A young mum was prescribed a Canesten duopack the other day, but since she was unable to afford the double prescription "tax" levied on this and similar products, I had no alternative but to send her back to the surgery. The surgery were understanding and issued a fresh prescription for pessaries only, but the situation was embarrassing for the mother, and equally frustrating for the doctor since his patient was now receiving only half of the preferred treatment.

The young lady was justifiably annoyed because her private financial situation had become public knowledge, and a factor in determining the treatment she was offered under the NIS. I can just about understand the Treasury wanting their pound of flesh when

different drugs are supplied in the same pack, even though they may all be an essential part of the treatment, but when it is the same drug presented in different formulations to ensure complete treatment, the levying of a double charge appears harsh, if not discriminatory.

The obvious solution would be for a single tax and one no-charge item, but introduced quickly by pressure from the Pharmaceutical Services Negotiating Committee before any more ladies are put in this embarrassing and unnecessary situation.

## A blistering success?

Four months ago I welcomed the introduction of Compeed, a new treatment for blisters which, though expensive, would be worth every penny if successful. I am now delighted to be able to report that it has recently come through a severe gruelling across the mountains of Scotland with flying colours.

It was originally purchased with reticence by a local student, but he had the courtesy to return after his holiday to thank me for my recommendation, which had turned a potentially disastrous first-day blister into an easily controlled irritation. Whatever the power of advertising the products I sell with most confidence are those I *know* do work. Compeed has now joined that elite and has firmly established its own niche in the market place.

## Fresh look at fresh breath

I have always used Dettol mouthwash as a mouth freshener but my last bottle not only tasted different, but when I inspected the label, it was different. Gone is the old formulation of chloroxylenol, to be replaced by the "new improved" cetylpyridium chloride, and with an expanded indication to help in the prevention of gum disease.

Anti plaque mouthwashes are now all the rage, and Reckitt & Colman could not stand by and see their market share eroded, but

it is sad to see an old faithful disappear without so much as a tear over its passing. I used to have little patience with customers frantically chasing a discontinued formulation because they preferred the old. Now the boot is on the other foot perhaps, in future, I will be a little more sympathetic!

## Macarthy — calling all white knights

The fight for Macarthy is now really hotting up with Lloyds entering the ring at a higher price than that currently being offered by either of the other players. At this stage it seems that Savory & Moore will go to the highest bidder, but with the number of plums in the pharmaceutical basket showing terminal decline, the ceiling has most probably not yet been reached. Before long, Macarthy's shareholders should emerge all the richer, which is possibly more than can be said for the future of independent community pharmacy, although the threatened loss of wholesale business to a vertically integrated Lloyds may yet keep this famous name out of the hands of large multiple ownership.

I still remember the brave white knight of Macarthy's rescuing this same fair damsel from the unwelcome embrace of Jack Cohen's Tesco. This time there are many knights in the lists but no white one, only varying shades of grey.



# Topical REFLECTIONS



# Counterpoints



## Haliborange range relaunched

Reckitt & Colman are relaunching their Haliborange range on September 1, with a new product and a number of brand improvements.

The products in the range have been brought together in packs with a similar format and facing size (apart from the 30s trial sizes A, C & D tablets) and common graphics, to give a stronger brand identity.

The range now consists of ten products: Haliborange A, C & D in orange (30s, 60s and 120s), blackcurrant (30s), and four fruit flavours (60s), multivitamin plus calcium and iron (30s and 60s), fish oil (30s and 60s) and multivitamin liquid (200ml).

These are differentiated by colour coded strips across the tops of packs, which R&C believe to be consumer and trade friendly.

The new product is the four fruit flavoured A, C & D tablets, the flavours being orange, lemon, tropical and blackcurrant.

The improvements include the reformulation of the multivitamin plus calcium and iron tablets. The shape of the tablets has been changed to make it easier to take, and the flavour improved. Extra information about vitamins is carried on pack.

Pharmacists can now order the products in outers of six. Point of sale aids,

including single facing clear plastic display outers to help maximise merchandising, are available from representatives.

The relaunch is being supported with national television advertising this Winter — a £1.5 million campaign. Reckitt & Colman are also investing heavily on sampling,

including covermounting on women's magazines, believing it to be important for their products which are known for their good taste.

The company will be sending out a health visitors team to talk to mums-to-be about the benefits of their multivitamin liquid. **Reckitt & Colman Products. Tel: 0482 26151.**

## Lil-lets ads target loyalists

A £1 million Press advertising campaign for Smith & Nephew's recently relaunched Lil-lets brand breaks in mainstream women's magazines this month.

The campaign will target the brand's core consumer group — the 18-30s — for the first time in several years, the company says. Two advertisements promote the latest introduction to the range, the pantliner, and carry a coupon to encourage trial.

A further two new advertisements, said to address some of the concerns experienced by young girls, have been added to Lil-lets recruitment advertising. **Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750.**

## Ebony and Ivory — new variants from Mum

Two new packs have been added to the Mum anti-perspirant deodorant range, Mum for Men and Mum Dermis.

Mum for Men comes in black glass. Research shows that male users of deodorants now span all ages, with significant growth in the 35-44 age range. Roll-on applicators are the fastest growing sector within the market, say Bristol-Myers, who plan to exploit the fact that 68 per cent of men's deodorants are bought for men by women.

"The loyal female clientele which Mum enjoys — it is still the leading roll-on brand — will ensure brand recognition," says the company. The Mum for Men fragrance is modern, aromatic and dries to a warm musky perfume.

Mum Dermis, clinically packaged in clear glass, is a new variant especially formulated for sensitive skins, says Bristol-Myers. Mum Dermis contains no alcohol and has been dermatologically tested and proved suitable for consumers with sensitive skins, it is claimed. It is unperfumed and contains no

artificial colour or unnecessary additives.

There is a growing consumer demand for non-irritant formulations and the growth of sensitive skin products within many market sectors reflect this trend, says the company.

Both Mum for Men and Mum Dermis will be available from September, retail price £1.25 each. **Bristol Myers Co Ltd. Tel: 0895 639911.**

## A Clear message by Alberto

Alberto Culver are supporting their Pure & Clear range with a £4 million national television advertising campaign over the next six months.

The 30-second advertisement emphasises the three unique selling properties of the Pure & Clear range: the products' purity, clarity and the end benefits of softness and natural shine. **Alberto-Culver Co. Tel: 0256 57222.**



## 4 Health kids syrup from Goldcrest

Goldcrest Pharmaceuticals are extending the 4 Health range of cod liver oil and multivitamin products with a children's syrup.

The orange flavoured syrup contains the recommended daily amounts of vitamins A, D, C, B1, B2, B6, E, and nicotinamide, as well as EPA and DHA. The

recommended daily dosages are half to one teaspoonful for babies aged up to six months, one to two teaspoonfuls for those aged six to 12 months, and two teaspoonfuls for children over 12 months.

The syrup is available in 150ml (£2.55) and 300ml (£4.15) bottles. Packs give

nutritional information and recommendations for usage. A counter display unit is available.

The launch is being supported with a programme of advertising throughout the year, profit schemes and staff training, say **Goldcrest Pharmaceuticals (Europe) Ltd. Tel: 081-684 3664.**



# Would you recommend a No.2 painkiller to your No.1 customer?



Numerous clinical studies have settled the issue:

Nurofen is one of the most effective analgesics you can recommend for pain. Even your own.

Nurofen (ibuprofen) is more effective than aspirin or paracetamol in relieving headaches, dental pain, period pain, flu symptoms, — in short, most common indications. And, unlike paracetamol and codeine, Nurofen is anti-inflammatory.

This efficacy is accompanied by an equally good safety record. In overdose, Nurofen is safer than either aspirin or paracetamol and has been shown in clinical trials to have a better tolerability profile than aspirin in normal doses.

Also, Nurofen is rapidly excreted and is less likely than aspirin to have an adverse effect on the gastrointestinal tract.

So it's no wonder that Nurofen, supported by a £5 million TV campaign, appeals to more and more people. We hope you recommend it. Because, when you really compare Nurofen to any other analgesic, we think you will come to the inevitable conclusion. There's no comparison.



## We invite comparison



# Seven Seas tonic: a licensed 'pick me up'



Seven Seas have added a vitamin and mineral tonic for adults to their range of supplements. It is a licensed product and can be recommended to build up vitality after illness, to restore appetite or to relieve tiredness and listlessness, says the company.

The tonic contains vitamins A and D, plus iron, calcium and potassium glycerophosphates as appetite restoratives, and two trace minerals in a natural orange extract base. It is available in 300ml and 500ml bottles (£2.89 and £3.99 respectively).

## Addis Autumn range of cosmetic bags

Addis have revealed their Autumn range of Panache, Jemma and Janet Reger cosmetic bags.

New to the Panache range, and designed to co-ordinate with bathroom accessories, are Apple Blossom and Flourish. Prices range from £3.35 for a shower cap to £7.99 for a holdall.

Gala and Silhouette are added to the Panache Classic collection for high fashion and Christmas occasions. Prices range from £3.50 for a

popper bag to £7.99 for a holdall. Brocade, a floral printed velvet is added to the Janet Reger collection.

Within the Jemma range of bags there are two new designs: Majestic, a paisley navy and red pattern; and After Dark, a brocade design on satin fabric.

Addis offer a selection of men's toiletry bags, with Panache, Jemma and Viyella offered in at least two colourways. Prices range from £2.99 to £6.99. Addis Ltd. Tel: 0992 584221.

## Vantage try The Great Outdoors

The Great Outdoors is the latest national consumer promotion from AAH Pharmaceuticals, to run through Vantage members until November 8.

Customers returning three bar codes from Vantage family white, coloured, man-size or pocket tissues, toilet rolls and kitchen towels, will automatically receive an activity pack comprising a Great Outdoors T-shirt or kite, a countryside guide and

an entry form for a children's colouring competition.

This competition is open to all children aged 5-15 years. The ten winners will receive an all terrain bike worth over £200. Entries will be accepted until December 8. There will also be a bike for the Vantage member from whose pharmacy the winning form comes. AAH Pharmaceuticals Ltd. Tel: 0928 717070.

The pack design features whole and half oranges to reinforce the idea that it tastes good as well as being healthy, say Seven Seas. This design is echoed throughout the £250,000 advertising campaign which will run from October to January, the period when purchases of tonics peak.

Advertisements will be placed in national daily and Sunday Press including the *Daily Mail* and the *Sunday Express* magazine, and in weekly women's magazines *Woman's Weekly*, *Woman's Realm* and *The People's Friend*.

Point of sale material includes a giant pack for window display and a merchandising unit with a brightly coloured shelf edger to draw customers to the product.

Seven Seas believe that their tonic will have good sales potential because of the increase in both the numbers and spending potential of the 45-plus market. **Seven Seas Health Care Ltd. Tel: 0482 75234.**

## Togs leak shield on the box

Swaddlers are planning a five week television advertising campaign at the beginning of the Autumn to introduce a new leak shield feature on their Ultra Togs brand.

With a spend of £600,000, the advertising will appear nationally from September. The 40-second adverts will feature the Prof Togs character explaining how the latest feature prevents "messy leaks".

New Press advertisements will follow a similar theme in mother and baby titles from the beginning of September. **Swaddlers Ltd. Tel: 091-482 5566.**

## Aramis Christmas coffrets

Christmas coffrets for men from Aramis come in three separate styles this year, with prices ranging from £8.50 to £85.

The Aramis Classic collection offers 11 combinations of toiletry and shaving lines from the Teddy Trio (three mini teddy soaps) at £8.50 to the Case for Grooming (eau de cologne, anti-perspirant natural spray, aftershave gel, body shampoo and leather bag) at £70.

The Tuscany range offers seven coffrets priced from £32 to £85. New West is for the unconventional — the two lines include a skinscent spray with wrist watch and interchangeable straps and a compact disc box, for £36 and £10 respectively. **Aramis. Tel: 071-409 6981.**



Colgate-Palmolive have launched a new £2.7 million television advertisement for Colgate Great Regular Flavour toothpaste. The national campaign, which runs until the end of the year, features people using the product in eight different countries including Singapore, Mexico and India. It ends with the line "Colgate — the world's biggest smile". This campaign is part of the company's £12.5m investment in advertising in the UK oral sector this year. **Colgate-Palmolive Ltd. Tel: 0483 464515**

## Savlon on TV

Savlon is being advertised on television until the end of September. The 30 second commercial called "The healing touch" will appear across the network in all ITV areas (except London, TVS and Anglia), Channel 4 and TV-am. Ciba say that while brand awareness is high, many potential users have a nostalgic view. The advertising seeks to reassure consumers of the brand's contemporary relevance. **Ciba Consumer Pharmaceuticals. Tel: 0403 50101.**

## Ribena Light

Smithkline Beecham have extended the Ribena concentrate range with a 2 litre Ribena Light blackcurrant. The brand is worth some £20 million at rsp. This year will see a £7m advertising spend supporting the range. Ribena Light will feature in its own television commercial. **Smithkline Beecham Drinks UK. Tel: 081-560 5151.**

## Chupa Chups ads

Chupa Chups are on Thames TV with a £250,000 burst of advertising in August and September, featuring the Original range and its seven fruit and ice-cream flavours. **Chemist Brokers. Tel: 0705 219900.**

## Teledyne

John Bell & Croydon have been appointed UK distributors for the American range of Teledyne Water Pik products. The range consists of a personal dental system (£49.95), a family dental system (£54.95), a home dental centre (£79.95), a travel irrigator (£54.95), an automatic toothbrush (£34.95), jet tips (4, £5.25) and brush heads (4, £5.25). **John Bell & Croydon. Tel: 071-935 5555.**

## Dead Sea Magik

The Dead Sea Magik range of beauty products for cleansing and moisturising is now available to the independent pharmacy through Lion Brush. The range consists of Dead Sea Magik mud face mask, moisturiser, bath salts, mud exfoliant and body lotion. **Lion Brush. Tel: 091-268 2288.**

## Potter & Moore

A 75g soap has been added to the range of Potter & Moore luxury toiletries. Each soap (£1.60) is individually cartoned to tie in with the three new fragrance ranges — Chintz, China Blue and Rose. **Potter & Moore. Tel: 0733 76266.**

## Prince sponsor

Tambrands, manufacturers of Tampax, have announced their first ever co-sponsorship deal in the music industry — the Prince concert at Blenheim Palace on August 31. **Tambrands Ltd. Tel: 0705 474141.**





THESE  
HOMOEOPATHIC  
TEETHING GRANULES  
MARGIN 40%  
1990 SALES UP 25%  
STOCK IT  
AND SEE







## Karvol. For children who'd rather not be greasers.

Something remarkable happens when Karvol clears a child's blocked up nose. That's all it does.

There's none of the greasiness of vapour rubs. Its ingredients of pine, cinnamon and menthol are inhaled, which eases a child's breathing. Without it touching the skin.

Karvol is available in packs of 20, or 10's for new mums to try out. It's hard on vapour rubs. But gentle with a child.





## Plenty of Revlon activity

Revlon have announced a number of new products including the Evivesse moisturiser and two nail care products, to be available from November.

Evivesse with cyclan is said to speed up cellular renewal time "re-scheduling the skin to a younger lifestyle". The moisturiser also contains an ascorbic acid derivative, a UVA and UVB sunblock, is fragrance free and recommended for all skin types, say Revlon. It is available in two sizes — 30ml (£19.95) and 50ml (£29.95).

As part of the professional nail care range, Revlon have introduced Moisturiser for Hands (100ml, £7.25) and Nail Stain Remover (12ml, £7.25). The former, containing tocopheryl acetate, is said to be irritant-free, waterproof and help improve skin elasticity. The stain remover contains a natural mineral whitener and buffers to brighten and clean nails without stripping or bleaching, says the company.

Revlon's Moisture Lipstick (£6.50) has been reformulated and repacked to offer full colour coverage, a high-gloss reflective shine and moisturising properties. The 24 shades range from neutral beiges, browns and pinks through to corals, reds, wine and fuschia.

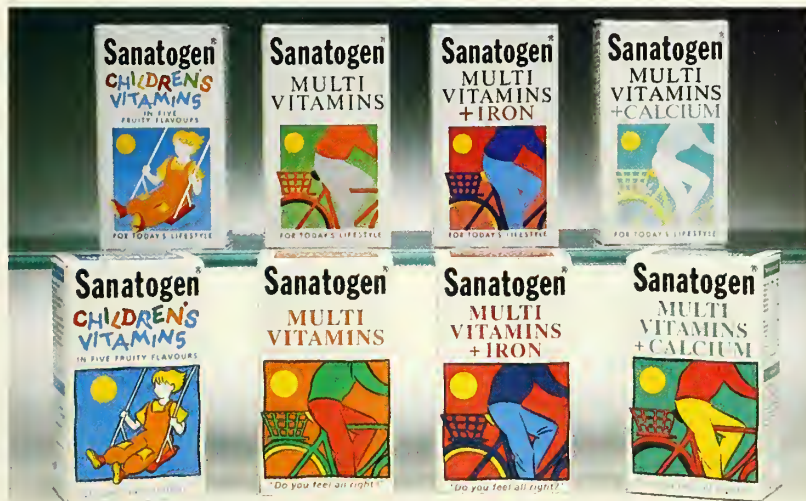
For the party effect, Revlon have introduced Illuminations with a focus on mystery. The range consists of four shades of Custom Eyes (£3.95), three of Living Lipstick (£7.75), three of Nail Enamel frost (£4.75) and a Complexion Blush in Moonlight Shimmer (£10.50). "A perfectly festive look for party occasions or seasonal celebrations," says the company.

## AAH trade offer on own label haircare

AAH Pharmaceuticals are offering free stock on trade orders of selected own label haircare lines.

Vantage members can claim a free outer of styling mousse worth £12.24 if they order seven outers of promotion lines. The deal runs until September 27 and included are: frequent wash shampoo/conditioner (dry/sensitive, normal/greasy and anti-dandruff), frequent wash shampoo and conditioner, hairspray

# £3m TV backing for new look Sanatogen



This Autumn sees three developments for the Sanatogen multivitamin range: new packaging, advertising and point of sale.

The packs have been updated with bolder, more colourful graphics, and more consumer information is included. On the back of packs the role of each vitamin is explained and a new in-pack leaflet provides greater detail and carries information about the range.

This weekend sees the start of what Fisons are calling "the largest ever

vitamin TV campaign", with a spend of £3 million. The new 40-second commercial retains the line "Do you feel all right?", which is synonymous with Sanatogen in consumers' minds, and is now included on the fronts of packs.

In addition, Sanatogen is being supported by a campaign in women's magazines, featuring Childplan, cod liver oil and other top selling Sanatogen products. New merchandising material will help prompt recall of the

advertising in-store. Shelf display systems, counter units and window displays are available on request.

Additionally this Autumn, Fisons are supporting their cod liver oil product, already one of the fastest selling variants in the Sanatogen range, with a counter unit featuring a new 100ml trial pack retailing at £0.99. This is on top of the TV licence stamp offer on standard packs (see **Counterpoints** last week). **Fisons Consumer Health Plc. Tel: 0509 611001.**

## Bubbly future for bath products

Last year UK consumers lathered up £98 million (or 50,000 tonnes) of toilet soap, splashed on £37m of shower products and wallowed in £98m of bath products.

Bath and shower additives have enjoyed the fastest growth of any sector of the toiletries and cosmetics market over the last five years, according to a report from Mintel, which says sales should reach £144m this year.

Bathing is increasingly seen as a luxury form of relaxation. As a result, bath products have tended to move upmarket, says the report. Showering is regarded as more functional.

Shower gels are especially popular with men, with the sports sector showing phenomenal growth. Usage decreases with age, dropping from more than half the 15-19 age group to just 19 per cent of men over 65. For women, bubble bath usage peaks at 25-34 years while shower gel is most popular with 15-19 year olds. "Soap, Bath and Shower Additives" (£185). **Mintel Market Intelligence. Tel: 071-606 6000.**

## A new Dimension

Dimension shampoo has been relaunched by Elida Gibbs as Dimension 2 in 1.

New packaging and a new formulation with improved perfumes, another variant and an additional 300ml size are the main elements of the relaunch.

The suggested retail price of the 200ml bottle remains unchanged at £1.62; while the suggested retail price for 300ml is £2.25.

The formulation now has a silicone conditioner added to the existing base. Recent salon tests show Dimension 2 in 1 now outperforms the brand leader in three key areas — ease of wet combing, ease of dry combing and absence of flyaway — says brand manager John Botia.

A large proportion of consumers see their hair as normal, or normal to greasy, so need a normal/greasy variant has been introduced. The dandruff variant has been discontinued, so the range remains three strong with frequent use (previously normal/frequent), and dry

and treated hair completing the trio.

The relaunch will be supported by a £1.2 million national television advertising campaign starting in September, backed up by a £330,000 national cinema campaign and a competition through independent local radio stations, entitled "Dimension dollars".

Despite a small decline in volume over the last 18

months because of one application washing, the value of the shampoo market — £190m at rrp last year — has continued to increase, says Mr Botia. "Last year the 2 in 1 sector was worth £49m — 26 per cent of the market, yet research shows only 55 per cent of people have ever used a 2 in 1 product, so there is still growth potential." **Elida Gibbs Ltd. Tel: 071-486 1200.**





## Elida Gibbs target men for Christmas

Elida Gibbs have unveiled what they say is their most impressive collection of male toiletry Christmas gift packs yet. The company claims a 23 per cent share of the market, which was valued at £46 million last year.

Brut was last year's biggest seller and will be available in three presentations this year. The Sportmans pack (£10.99) includes 100ml Brut 33 aftershave with a video entitled "33 great sporting moments". The other gift packs are aftershave and deodorant (£5.95) and deodorant and talc (£3.25).

Three Lynx packs are offered. A travel bag containing aftershave, body spray and shower gel (£11.99) comes in Oriental, Marine, Java and Alaska fragrances. The Lynx razor pack (£8.99) offers aftershave and bodyspray in three fragrances, and a razor, while the gift set containing body spray and shower gel (£3.69) comes in the same variants as the travel bag.

The Hero collection includes a travel bag (£10.99), a Music Collection — aftershave plus cassette tape (£7.99) — and a gift set of body spray and shower gel (£4.75).

Top of the range from Denim is a motor racing set comprising aftershave, diary and stopwatch (£5.95), with gift sets containing deodorant, talc and shower gel (£4.59) and deodorant ant talc (£2.99). **Elida Gibbs Ltd. Tel: 071-486 1200.**

## Christmas with Ultima II

Ultima II have produced an eye-shadow colour box for Christmas. It contains a selection of 20 eyeshadows in a range of frosted and matte shades, presented with two double-ended sponge applicators and a mirror.

The compact is available for £14.95 to customers who purchase any skin care product from either the Ultima II or Princess Marcella Borghese Terme di Montecatini ranges. It will be available from November for the Christmas period only or while stocks last. **Ultima II. Tel: 071-629 7400.**

## Revlon sets for Christmas

Revlon have introduced a collection of cosmetic gift sets for Christmas including the Prestige Compact (£25), a tiered compact containing 12 eye shadows, two blushers, two lipcolours, one lip gloss, a mascara and eyeliner pencil. It also contains a blusher brush, lip brush and two double ended eyeshadow applicators.

The Octagonale Compact (£12.95) is a two tiered compact of 12 eyeshadows, two blushers and a pressed powder plus applicators.

The Lip and Nail Duo (£10.95) contains a matching moisture Lipstick and Nail Enamel in a choice of China Red, Mauve Glow and Cappuccino shades. Lip and Nail Pouch, a black quilted satin pouch with drawstring, is given free to customers purchasing a Revlon Living Lipstick and Nail Enamel. **Revlon International Corporation. Tel: 071-629 7400.**



## Derbac-C goes into lotion formulation

International Laboratories are launching Derbac-C lotion.

The aqueous based, Pharmacy only lotion is mild and gentle in use and has been shown, in a laboratory trial comparing all currently available carbaryl products, to achieve a 100 per cent kill rate of lice and eggs, says the company.

Derbac-C lotion can be used by the whole family including asthmatics and those with sensitive or damaged skin. It is available in a 50ml pack (£2.07) and a 200ml family pack (£4.96), with enough

to treat four heads.

The launch will be supported with an educational and promotional campaign. A range of literature will be available at various conferences and exhibitions. New posters and leaflets give advice on identifying, treating and eradicating the problem of head lice, and also suggest ways to prevent further infection.

A revised "Community guide to head lice" is available for health professionals and "contact tracing" cards will be distributed to school

nurses, health visitors, GP surgeries and pharmacies to help consumers trace the origin of the infection with a view to eliminating re-infection. **International Laboratories Ltd. Tel: 061-945 4161.**



## Aquafresh hire offer

Pump dispensers of Aquafresh toothpaste are being promoted with the help of free video hire from Ritz Video Hire stores.

The offer will run from mid-September until April 1992. Consumers can have a free hire with one proof of purchase from Aquafresh 100ml or 200ml pumps.

The promotion will be advertised on the front and back of all 15 certificate Ritz video boxes, estimated to reach 8.7 million people over the period. This is the first time that video boxes have been used as a national

advertising medium, say SB.

Senior product manager Kathryn Lee believes "the combination of offering an incentive of free video hire and advertising the promotion on the box will give much greater impact than any other promotion run in the toothpaste market."

Sales of Aquafresh will be further boosted by national television advertising, integral to this year's £3 million marketing support programme, say **Smithkline Beecham Personal Care UK. Tel: 081-560 5151.**

## Avent steam steriliser redesigned

Cannon Babysafe's Avent steam steriliser has been redesigned and will be relaunched in September.

The updated, more streamlined steriliser has a reversible carriage allowing it to accommodate either six regular-sized feeding bottles or four wide-necked Avent bottles. For an introductory

period it will come with four complimentary Avent bottles instead of the usual two. The price remains at £34.95.

The redesign will offer greater convenience to mothers who are now able to sterilise all the day's bottles in one go, say **Cannon Babysafe Ltd. Tel: 0787 280191.**

## Macleans trial mouthwash with paste

From mid-September 100ml pump dispensers of Macleans toothpaste will feature a banded pack promotion offering a free trial size of Macleans Active Mouthguard mouthwash. The offer will run on both Freshmint and Mildmint variants.

Smithkline Beecham believe the offer will

generate great consumer interest as it offers instant reward for purchasing Macleans toothpaste and will encourage trial of Macleans Active Mouthguard. Currently, Macleans Active Mouthguard takes a 9.5 per cent market share, say **Smithkline Beecham Personal Care UK. Tel: 081-560 5151.**



Reading small print or hours of close  
work can make your customers' eyes red  
and sore. Can we make a tiny suggestion?  
Clearine is the ideal solution for red eyes.  
A few drops soothes them in seconds  
and makes them clear and white again.



CLEARINE EYE DROPS.





## Aludrox 30

Charwell are extending their Aludrox range in September with a new pack size of tablets, Aludrox 30s (£1.59).

The company says it will complement the existing 60-tablet pack, and offer an incentive to potential users by providing an ideal trial size. It will also compete successfully against the popular 24s packs of other tablet brands, say Charwell.

The formulation is the same as the 60s, but with a new buttermint flavouring.

A £250,000 advertising campaign in the national Press will support the Aludrox range. **Charwell Pharmaceuticals Ltd. Tel: 0420 84801.**



## New formulation Roc

Roc are reformulating their foundation range. The new moisturising fluid and cream foundations are available from September.

The new foundations, containing tocopherol ester also come in two further

shades: the fluid foundation (40ml £10.16) in Porcelaine and the cream (30ml £9.45) in Petale. The products have an improved texture and are non-comedogenic, say **Roc Laboratories UK Ltd. Tel: 0273 517704.**

## Growth in test kits

The market for self-testing pregnancy kits has grown by 160 per cent over the past five years. In 1990, some 1.3 million kits were sold with a retail value of about £10m, according to a new report.

The report shows couples are starting a family later in life: many purchasers are over 35 and even in their 40s. Now that the concept of self-testing is accepted, single test kits will become much more popular, it predicts. *"The UK Healthcare Market"* (£495). **Market Assessment Publications Ltd. Tel: 071-278 7711.**

## Jordans target

Jordans are offering pharmacists a much increased range of health foods through their distributors The Miles Group.

The company says that recent research has shown that 12 per cent of the population are eating certain

foods on the advice of their doctor. It believes that this represents a significant opportunity for pharmacists, since the local pharmacy is usually the first port of call after obtaining a prescription. **Distributors: The Miles Group. Tel: 0543 504100.**

## On TV Next Week

CTV Grampian  
B Border  
BSB British Sky Broadcasting  
C Central  
CTV Channel Islands  
LWT London Weekend

C4 Channel 4  
U Ulster  
G Granada  
A Anglia  
TSW South West  
TTV Thames Television

TV-am Breakfast Television  
STV Scotland (central)  
Y Yorkshire  
HTV Wales & West  
TVS South  
TT Tyne Tees

Askit:	STV
Brylcreem Black:	All areas
Colgate Actibrush:	All areas
Colgate Great Regular Flavour:	All areas
Diocalm Ultra:	All areas
Endekay Dental Health Gum:	TV-am
Farley's Timers:	All areas
Impulse:	All areas
Just for Men:	All areas
Lanacane cream:	U,Y,C,LWT,TT & C4
Mentadent toothpaste:	GTV,B,U,TT
Nivea Visage:	All areas except LWT & TTV
Olvarit:	All areas
Savlon:	All areas except A, TVS & TTV
Sensodyne toothpaste:	G,Y,C,A,HTV,CTV, & TSW
Silkience:	All areas except TV-am
Slim-Fast:	TV-am
Sure Power Stick:	All areas
Timotei shampoo:	All areas except CTV,TVS & C4

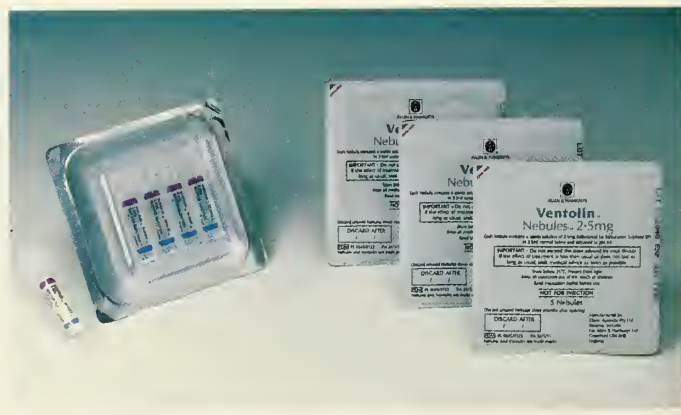
## PRESCRIPTION SPECIALITIES

## Ventolin Nebules improved

Allen & Hanburys have improved the packaging of Ventolin Nebules. Compared to the old packs, the new packs make it easier to:

- open the outer foil
- detach the Nebules
- pour out the solution.

Ventolin Nebules come in four trays of five. As well as being easier to use under normal circumstances, they are expected to be of help to patients during an acute attack. **Allen & Hanburys Ltd. Tel: 081-990 9888.**



## Ucerax for anxiety

UCB Pharma have launched Ucerax. It contains hydroxyzine dihydrochloride, and is indicated to assist in the treatment of anxiety.

Ucerax is available as a clear, colourless liquid with a smell and taste of menthol and hazel nuts. The 2mg/ml syrup comes in 200ml glass bottles (£1.96). Ucerax also comes as white, oblong, film-coated tablets scored on both sides and containing 25mg hydroxyzine (25 £1.77, both prices trade).

Ucerax has been shown clinically to be a rapid acting anxiolytic with a wide margin of safety, say UCB Pharma. The dosage is two to four tablets or 25-50ml four times a day. Contra-indications, precautions and side-effects are as for other products containing hydroxyzine (see Data

Sheet).

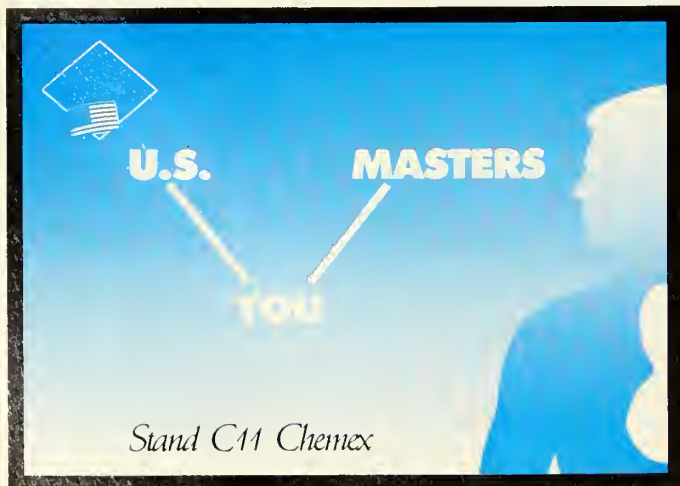
The packs also have instructions in Braille. **UCB (Pharma) Ltd. Tel: 0923 248011.**

## Evans ibuprofen

Evans say there is a temporary stock problem with ibuprofen tablets 400mg in packs of 250. In order to maintain continuous supply, however, ibuprofen tablets 400mg by 250 in Kerfoot livery will be substituted where applicable. **Evans Medical Ltd. Tel: 0403 41400.**

## Peri-Prep from Salts

Salts Skin Prep is being relaunched as Peri-prep in the new Salts corporate livery. There is no change to the ingredients or appearance of the wipes, which remain in packs of 50 sachets. Prescriptions for Skin Salts Prep will be re-imbursed in England, Wales and Northern Ireland until November 1, and in Scotland until December 1. **Salt & Son Ltd. Tel: 021-359 5123.**





## It is time to end the adversarial relationship between head office and branch management, argues Brian Lake

The new contract has led to an increase in company branches under management, as the number of independently owned pharmacies has declined. Most small multiples are wholly owned limited companies, with the founder as managing director and chief executive. Depending on size, such multiples may employ additional executives with a variety of roles, with buying, personnel or supervisory responsibilities. But in the main they are answerable to, and under the watchful eye of, the principal shareholder.

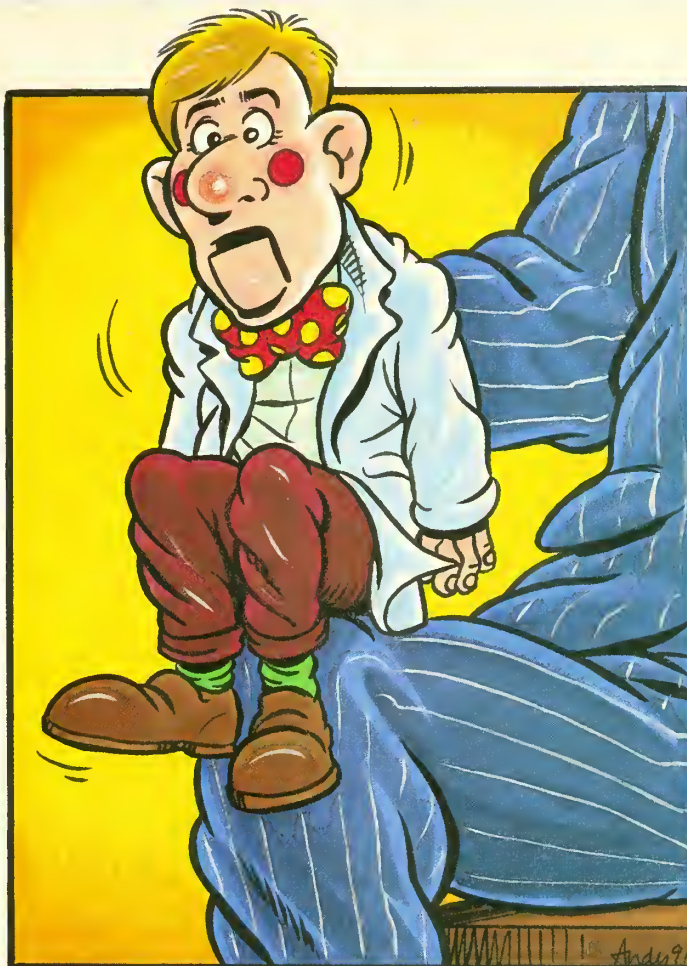
Pharmacy today is not the easy going, pleasant occupation it was 30 years ago. Daily the workload and stress increases, partly as a result of Government interference and partly as a result of the modern economic climate. Company profits have to be earned the hard way: merely being the owner of a business no longer guarantees a reasonable income, particularly if the borrowings are substantial. The days of cheap money and (relatively) cheap business purchase has passed for good, I fear.

The result has been a necessary drive to increase stock turn, improve cash flow, maximise margins and diminish as far as possible borrowing requirements. A direct result of this has been a proliferation of staff training schemes and management consultancy services.

### Staff training

The objective of training staff is to improve their knowledge and increase their interest, thereby increasing customer satisfaction and, ultimately, profits. In general any such scheme must be beneficial, but many start at too late a point in an assistant's career. The emphasis is on product knowledge and such side issues as link selling or value perception. What I feel too many courses fail to address is the needs and requirements of the customer. It is no good linking the sale of a packet of tissues with a box of cold remedy tablets, if the poor customer was greeted with a bleak, baleful "What the hell are you doing here bothering me?" facial expression on entering the shop.

Few companies seem to instruct assistants on the rudiments of courtesy, maintaining a pleasant attitude and paying absolute attention to the customer standing in front of them. Most are content



# MANAGING THE MANAGER — A personal view

to leave such mundane principles to the manager which, in fairness, does fall within his responsibility.

At the same time a well trained assistant may, by her ability to deal with simple queries, divorce the pharmacist from contact with many patients. On the surface this may seem a benefit, but I think not, for I believe pharmacists should deal courteously and efficiently with all medical matters themselves, not through a surrogate. A personal view, I accept, and again the manager's responsibility, but not one where the implications may be immediately obvious.

### The manager

The manager may, or more likely, may not realise where his responsibilities start and finish. All too often the only guide is an out of date company manual, with little or no instruction available prior to taking up the post. It is easy as a proprietor: the buck stops at the overdraft. But the scope of responsibility for a manager varies widely from company to company, from little more than a whipping boy to virtually the whole gamut of duties that a proprietor would undertake.

Usually a manager receives no formal training for his occupation, either before or during his tenancy

with a small multiple. He is often denied access to such fundamental information as company profitability or company policy. All too often instructions arrive from head office with little explanation, in line with the "need to know" principle of the Secret Service. Management becomes a trial and error occupation with increased stress and added room for self-doubt. The result is few managers feel any great sense of job satisfaction. The consequence is many company executives lose the skills and enthusiasm they could utilise, given the chance.

### Executives

Company executives sadly, in my experience, are equally untrained for the jobs they undertake. Not in the field of company policies and profits, for they are privy to the secrets most managers are not. They tend to live in a world of jargon, such as core inventories, facings, stock turn around, etc. In common with their company head, though, none seem to have taken a course in man management, particularly in coping with the bunch of misfits and malcontents that make up their branch managers. For branch managers are qualified pharmacists, are intelligent and not incapable of

understanding the problems of their employers, given the chance. But so few employers seem to realise that, handled with skill and understanding, they could light a spark of enthusiasm to the benefit of all concerned, not least of all to an increase in the profitability of the company.

In the bad old days there might have been some point to such secrecy, when a manager could leapfrog. In modern times such an attitude is out of date, insulting and counterproductive. Managers are going to have to stay managers longer and should be treated more as business equals, not as necessary evils and potential rivals.

### The right direction

All principals should take a long and serious look at the manner in which they delegate responsibility to their second line management. For their attitude will be reflected throughout the company and tend to undergo a polarising effect. All too often their cautious mistrust creates a feeling of insecurity in their deputies. They in turn, to cover their true feelings, over-react.

Though it is a bitter pill to swallow, the truth is that training is vital, for all levels, not least directors and their deputies, particularly in the area of man management. Too many companies are structured with personnel all pulling in the wrong direction. Company pharmacy is only going to succeed to its full potential when senior management stop talking about team spirit, and start putting such fine words into action.

If a manager feels his views are not worth listening to, then that is the attitude he will reflect throughout all facets of the business he is entrusted with. Why should his staff be made to treat his customers like an intelligent human being, with respect and courtesy, when he is not treated in like manner by his employers?

It should be the aim of every company executive to train his managers so well that they could take over from him without losing any momentum, or walk into their own business fully equipped to succeed. They should be taught all the necessary skills of business management, not as an indulgence but as a right and be made to feel their contribution is both acceptable and welcome. That way the company would receive a groundswell of interest and enthusiasm from all its staff that would amply repay any small loss of commercial privacy. All too often the prevailing reaction between head office and branch management is adversarial. It is time to change.



# Rural benefits of a service fee

**Abolishing certain doctor dispensing practices could save the NHS £100 million a year, according to Keith Jenkins, a retired community pharmacist, and Professor David Marsland, a sociologist in the department of human sciences, Brunel University. In the third of their "Brunel surveys"\* they propose other ways of cutting the NHS medicines bill**

The Pharmaceutical General Council (Scotland)'s success in its bid for NHS pharmaceutical services to be rewarded by a system based on fees for services rather than on the cost of the drugs supplied marks an important step forward in the efficient organisation of NHS dispensing, particularly rural dispensing. These proposals will not only facilitate the supply of NHS medicines in rural areas, they will encourage greater co-operation between pharmacists and doctors to reduce the NHS medicines bill by £100 million, or more, annually.

## Simplification

If NHS dispensing were rewarded solely by fees, the pricing of prescriptions would be enormously simplified. Trade prices to NHS contractors are based on the C&D Price List and their profit derives mainly from wholesalers' or manufacturers' incentive discounts or bonuses in kind. As wholesale prices cover more purchases than NHS medicines, these discounts are an essential component of free market trading. The current 5 per cent oncost for pharmacist contractors subject to reduction by further discounts from 2.83 per cent to a maximum 12.10 per cent keep their profits very low.

While remuneration by fee only reflects the current proposals for pharmacists to extend their advisory role, fees cannot logically be linked to prescriptions. An important objective of "See your pharmacist first" campaigns is to reduce calls on NHS doctors for advice on minor ailments and the concomitant prescriptions. The rural pharmacist dispensing 1,000 items or less per month will have ample time for advising clients but those in more populous areas issuing 2,500 or more items monthly might need a revised scale of fees reflecting the extra time taken for advice. The fee would also have to reflect the cost of a second pharmacist whether full time or half time.

The Brunel University study, "A new dispensation?", has just been completed. Commissioned by the Rural Pharmacists' Association, this research investigates the scope for savings and improved performance in pharmaceutical services.

Based on a sample of ten rural shires it investigates the effect of doctor dispensing on distribution of pharmacies in towns and villages.

The evidence confirms that the desire of many rural doctors for substantial profits exceeds the altruistic motive of providing greater service to patients. The Scottish initiative, in taking the profit motive out of NHS dispensing while maintaining standards of remuneration, is of crucial importance to the funding and implementation of the NHS reforms from 1991 onwards.

## A workable formula

A workable formula for such a system could be a basic practice allowance for all pharmacies dispensing up to an agreed average of, say, 2,650 items a month (equivalent to a population of 4,543). This concept of optimum potential capacity is defined as the optimum number per month of NHS prescriptions that a pharmacist could issue daily in a six-day week, with an able assistant operating a label printer and possibly other electronic equipment.

A number of 110 items a day (equivalent to 2,650 items a month) has been suggested as low enough to give a single-handed pharmacist time for counselling patients as well as supervising NHS work. A study of 8,792 pharmacies has shown that 4,829 (55 per cent) were dispensing below this optimum; of these, 1,618 were dispensing less than 1,400 prescriptions a month and qualified for a higher prescription fee. Most of these pharmacies were prevented from working to their optimum capacity by the restrictions imposed by the anachronistic one-mile limit.

The Brunel study suggests improving distribution of pharmacies by granting NHS contracts to applicants whose proposed catchment areas contain a population of about 4,500 within a radius of 10km. Although 30 per cent of the population of England and Wales live in rural areas, 93 per cent of patients have between one to nine pharmacies within a 10km radius, of which 84 per cent have two to nine pharmacies in the same area.

Rural patients would then have no more difficulty in collecting their medicines from pharmacies than from doctors, particularly as main surgeries are usually in the same villages as pharmacies.

There would be several advantages to patients, who would have ready access to health advice and non-NHS medical supplies from a pharmacy. And doctors would have more time to spend on patients with more serious diseases if minor ailments had been dealt with at the pharmacy.

If oncost is eliminated, some administrative expenses, notably those of the Prescription Pricing Authority, could be simplified to effect further economies. Under the present system dispensing doctors' oncost and other covenanted and uncovenanted profits account for £100 million or more yearly. These costs will also be eliminated.

The covenanted profits from dispensing under the present contract for rural doctors average £6,000 a year per doctor. This sum can be exceeded legitimately by judicious purchase of stocks at discounts ranging from 10 to 70





per cent.

Pharmacists must register for VAT in the same way as any business whose turnover exceeds a certain limit. No such procedures are required for dispensing doctors who can increase their incomes by methods which are entirely legal, as successive governments have failed to subject them to any form of accountability.

### Direct purchase profits?

While the PACT proposals are likely to effect large savings, indicative drug budgets may not prevent some rural doctors from continuing to make high profits from direct purchase of large quantities of their dispensing stocks. As there is no system for correlating purchases of medicines with their issue on prescription, the present misuse of NHS funds will continue unchecked. This waste can be prevented by the adoption of original pack dispensing in rural areas and by submission to the Prescription Pricing Authority of VAT invoices with doctors' monthly prescriptions as evidence of supply. Deduction of surplus dispensing profits from substantial rural practice allowances is an alternative method which has been used successfully in Scotland since the inception of the NHS.

Other, more dubious, practices of dispensing doctors include the re-issue of returned, unwanted medicines, supplying patients who have paid the prescription charge with medicines which can be bought more cheaply at a pharmacy, supplying free samples on prescription and writing the proprietary name on the label but dispensing cheaper equivalents.

Most dispensing doctors South of the border have largely failed to co-operate with their neighbouring pharmacists; under their existing scheme of remuneration they would lose money. Now, the elimination of oncost can give them an opportunity to delegate their dispensing of more than 22 million prescriptions a year in England and Wales to more than 10,000 pharmacies in and bordering on the rural shires: an average of only 2,200 prescriptions a year. Patients are free to have their prescriptions dispensed at any pharmacy of their choice, but should be encouraged to visit a pharmacist local to their family doctor as mutual co-operation between the three parties ensures full benefit to the patient.

### A matter of urgency

Adoption of these proposals should be considered as a matter of urgency. They would simplify accounting procedures for over 300 million prescriptions a year dispensed at 11,700 pharmacies and 22 million dispensed by 3,393 doctors in England and Wales. The total cost of NHS dispensing by both parties for 1986 — the year for which these figures were calculated — exceeded £2 billion.

Remuneration of pharmacists would then comprise a refund of the acquisition cost of the medicines dispensed plus the agreed fees for the services provided. Many of the 7 per cent of

**"If oncost is eliminated, some administrative expenses, notably those of the Prescription Pricing Authority, could be simplified to effect further economies"**

doctors practising in districts too isolated to support a pharmacy already draw prepacked medicines for their patients from a pharmacy, as in Scotland and some moorland and mountainous districts South of the border. An appropriate increase in doctors' existing rural practice allowances could cover the extra work involved.

### Other ways to pay for medicines

"A new dispensation?" also proposes alternative methods of funding NHS pharmaceutical services, which account for over £2bn a year.

One method could be an "NHS medicines contribution". For example, if 25 million employed people each paid £1.60 a week this would raise £2,000m annually. The total cost of NHS community pharmaceutical services is £1,737m for the net ingredient cost of the medicines and £263m for professional fees.

Other economies resulting from reduction of over-prescribing and changing the present system of paying dispensing doctors could save a further estimated £200-300m annually.

Further savings on chargeable prescriptions could be brought about by "optional privatisation". Patients could obtain up to 60 per cent of their prescriptions at less than the prescription charge. In addition some prescriptions for P medicines could be supplied as a retail transaction when repeats were needed, subject to the prescriber's approval and at the pharmacist's discretion. The prescription forms would still remain the property of the Department of Health and would be forwarded to the Prescription Pricing Authority for statistical purposes in the usual way.

Post-dated monthly repeat prescriptions for POMs could be obtained for one to three months as considered necessary by the doctor. These could be written on triple-prescription forms to be dispensed on the appropriate date.

If prescriptions worth up to £3 were dispensed as a private transaction, the pharmacist could use discretion in determining profit margins. By combining the £1 fee with oncost and adding an appropriate profit margin, pharmacists would make greater gross profit and doctors' prescribing costs would be reduced.

*\* Previous studies by these two authors were published in C&D, June 1985 and September 1987.*

# IMPORTANT ANNOUNCEMENT

## PICK-UP AND DELIVERY OF PRESCRIPTIONS

Surgichem announce their intention to fight alongside the independent community Pharmacist, to thwart the attempt by a large multiple pharmacy retailer, to corner the market in provision of pharmaceutical service to the community sector.

Surgichem will use all the resources at their disposal to achieve this aim.

At the vanguard of this fight will be the Nomad Community System, newly developed and available soon to independent pharmacists only.

It will be the only monitored dosage system specifically designed for the community sector and as such will be the leader in the field.

More information will appear in this publication over the coming weeks.

## SurgiChem

Surgichem Limited  
Deanwater House, Portwood, Stockport.  
Tel: 061/476/2622. Fax: 061-476 5877.

**Surgichem**  
*working and fighting for the independent community Pharmacist.*





# Bar codes and the pharmacist

**The use of bar codes on stock items and pharmaceuticals is becoming established for product identification in the pharmacy, Ateeq Rehman MRPharmS, a community pharmacist from London, explains some of the principles involved**

Bar coded data entry systems provide an accurate, fast and efficient method of data entry and storage to computerised management database systems. The application of this technology to electronic point of sale (EPoS) is set for expansion in the community pharmacy sector. Many pharmacists are now looking to EPoS as a

management information tool which can help to provide accurate data on sales and stock levels for use in maximising the efficiency of their business.

## Bar coding reading and EPoS

An increasing number of companies market bar code reading EPoS systems; the technology is fairly complex and it is useful for pharmacists contemplating setting up such systems to understand the criteria behind the design of information encoding in bar codes and the basic data capture and retrieval principles. This is particularly important as the future use of the technology will find applications in professional areas such as prescription monitoring, diagnostic test identification and patient identification for patient medication record (PMR) databases.

How does a bar code hold

information? How exactly do EPoS systems read bar codes? These are just some of the questions that come to mind when handling a product bearing a bar code.

All bar code reading EPoS systems have a general design pattern (Figure 1) comprising a light emitting and detecting head shining focussed light onto alternate light and dark spaces of

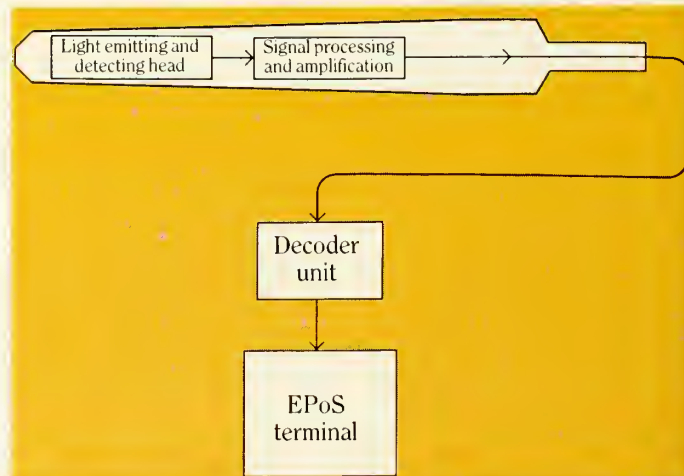


Figure 1: General design of an EPoS system



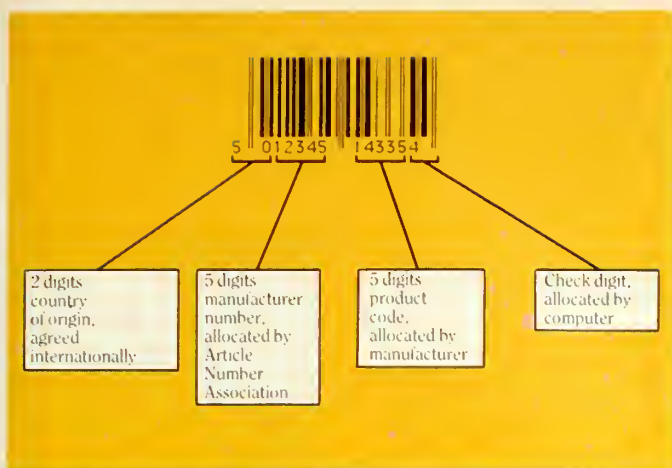


Figure 2: Components of a typical EAN 13 bar code

a bar code encoding numeric (0-9) or alphanumeric (0-9 and alphabet characters) data. The reflected light has a high or low intensity depending on whether it is reflected from a space or a bar. This difference in signal in relation to time as the bar code is scanned transfers the encoded and amplified information into digital electronic signals which are then decoded. This string of decoded data can now be sent to any suitable output device such as an EPoS terminal, its associated microcomputer or a visual display unit (VDU).

A number of different scanners are used for reading bar codes, the main ones being the hand-held wand, the charge coupled device (CCD) scanner and the laser scanner. The hand-held wand contains one or more light emitting diodes (LEDs) focussed onto a tight spot in conjunction with a detecting photodiode to scan the bar code. The CCD scanners combine high quality optical system design and integrated circuitry to provide a package which eliminates physical scanning. This is done by illuminating the code by an array of LEDs while an image sensor scans the bars and spaces at a rate of around a hundred times per second. Laser scanners on the other hand have a moving beam system comprising a scanning head and controller interface unit. These have a high depth of field capability for maximal readability and high decoding performance. Consequently these laser systems are ideal for high output pharmacy check out points.

From the point of view of operating efficiency a scanner system should be chosen which has a high first-read rate avoiding repeated scanning which leads to costly hold ups and dissatisfied customers. In this respect CCD scanners and laser scanners give a superior performance in comparison to the hand-held wands and should be given priority wherever possible.

Stock counting independent of the main EPoS terminal as on the shop floor or in the stock room requires portable systems. Bar code readers attached to a main module such as the Datascan system provide convenient portable data entry. The captured data from the

module can subsequently be transferred to the main EPoS computer via an appropriate communications port.

## Bar code design

The bar codes store data in a string of high and low binary digits. The high being a "1" and a low being a "0" digit. This information is stored in the bars and spaces of the code. The height of the code does not store any information. In addition to the stock information the code also incorporates a check digit to confirm that complete decoding has been performed. The codes have an asymmetric binary sequence so that scanning is possible from both directions.

The typical bar code consists of a start margin, a start, the message, an optional checksum character, a stop and a stop margin. The start and stop margins are typically represented by white reflective areas. The margin areas instruct the decoder that an encounter with a bar code is about to be made. The start and stop characters are a special combination of bar and space to identify the beginning of the code symbol to ensure that the bar code symbol is actually being read rather than any other random reflection sequence.

- **2 of 5 bar code** This group comprises the interleaved 2 of 5, the industrial 2 of 5 and the matrix 2 of 5 bar codes. These codes have high information storage capacity and are used for numerical data encodation in the industrial sector particularly for identification of outer containers.

- **3 of 9 code (Code 39)** Code 39 is the commonest alphanumeric code employing encodation of 36 predefined numeric and upper case alphabet characters as well as seven special characters including +, /, and %. This code has a low, medium, or high information storage capacity and is used in industry. Most parallel import (PI) products encountered in the dispensary are identified with this code.

- **European Article Number (EAN)** code The EAN codes allow encodation of 8 digit or 13 digit numerical data in the form of EAN 8 or EAN 13 bar codes respectively, depending on information and space availability requirements for a

particular task. The Uniform Product Code (UPC) codes are encoded in a similar fashion to the EAN codes and also allow numerical data encodation.

The EAN and the UPC codes were originally developed for supermarkets and have now been adopted as the industry standard for use by stores generally. These codes are strictly controlled so that any product bearing the code is identifiable internationally.

The latest addition to the EAN family is the EAN 128 code, designed for use in the retail and distribution sector. The EAN 128 code is alphanumeric allowing encoding of all 128 American Standard Code for Information Interchange (ASCII) characters.

suppliers, on the IBM-compatible computer systems, used for printing prescription labels.

A selection of bar code label printing systems is available to pharmacists such as the Image design and printing system and the Utility label-maker which allow satisfactory printing of interleaved 2 of 5, code 39, EAN and UPC codes on a dot matrix printer. However, high definition labels can be printed by using drivers for laser printers as available with the Labelright system.

## Future applications

As pharmacists begin to



Figure 3: Examples of some of the commonest bar codes

Figure 2 describes the information encodation structure of an EAN 13 code found on packages of most UK P and POM pharmaceutical products and Figure 3 shows typical examples of some of the commonest bar codes that pharmacists may encounter.

## Printing bar codes

Bar code labels used on stock items are created using precision film masters which are ultra precise bar code images produced on photographic film. The master film quality is specified by the coding authority such as the Article Number Association to achieve accuracy incorporating compensation for use of different printing techniques.

Extemporaneously prepared products and some PI pharmaceutical containers do not have EAN 13 format bar codes printed on the package. Pharmacists wishing to incorporate these into their EPoS systems may require printing of their own bar codes. This can be easily achieved, by using dedicated printing software available from most hardware

suppliers, on the IBM-compatible computer systems, used for printing prescription labels. appreciate the technology, further applications for bar coding particularly in the dispensary will gradually develop. Many suppliers of PMR systems provide plastic patient registration cards bearing the patient's PMR number. Bar coding the PMR number would be the obvious next step in automation in this area allowing rapid access to the PMR database.

Track recording of NHS prescriptions for monitoring GP budgets by pricing authorities or for clinical research which results in production of bar coded FP10 forms will pave the way for rapid patient data entry into the pharmacy computer system. This may not yet happen in the immediate future but it certainly opens up an efficient method of monitoring national trends in GP prescribing.

## Further reading

- Use of EPoS systems in retailing and the dispensary, *Pharm J* 1990;244:776.
- Elements of a Bar Code System, Hewlett Packard Application note 1013 November 1983.



## Lloyds bid hinges on share price

Allen Lloyd has made a largely paper based bid for Macarthy which would expand Lloyds Chemists' equity base by almost a third.

The Lloyds offer document published on August 16 says the bid of one new Lloyds ordinary share plus 21p for each Macarthy ordinary share values Macarthy at £79.2 million. However since then Lloyds shares have fallen as low as 239p though as *C&D* went to press they had recovered to 247p. This wipes some £4.6m off the value of the bid, though it leaves it ahead of Unichem's £73m offer.

Mr Lloyd made his move in typically aggressive style, claiming to have an "irrevocable undertaking" from John Govett & Co on behalf of a discretionary client representing 16.8 per cent of Macarthy shares. Lloyds Chemists is also said to have a further 4.6 per cent held by its Security Investments joint venture. If true, this would give the company control of some 21.5 per cent of the equity.

If Mr Lloyd succeeds in his attempt to buy Macarthy he will have 810 pharmacies, 192 drugstores, 224 healthfood shops and four eye care centres in his enlarged group, making 1,230 stores in all. However, though the primary activity would be retailing, he would also have the pharmacy distribution company Farillon together with the veterinary products and healthfood wholesaling operations of Macarthy.

Lloyds are estimating pre-tax profits of upwards of £20.6m for the year ended June 30, providing basic earnings per share of at least 22.1p. This would represent a 51 per cent increase in pre-tax profits and an 18 per cent increase in earnings. The company also plans to recommend a final dividend of 3.0p.

In a statement Mr Lloyd tells Macarthy shareholders: "The key attraction and predominant value of Macarthy is the 175 retail chemist stores. Since Lloyds Chemists is the second largest UK chemist retailer with an outstanding financial record, we can achieve maximum synergies upon integration so that our offer provides benefits for both Macarthy and Lloyds Chemists' shareholders."

So far Macarthy's response to the offer has been deadpan. A statement from the company on the day of the offer said: "The board of

Macarthy has noted today's announcements of offers by Lloyds for Macarthy. The board is considering this in the context of the existing offers and other expressions of interest that have been made and will be making its views known in due course. Meanwhile, shareholders are advised to take no action."

Macarthy group finance director Stephen Oakley told *C&D*: "We will take time to examine the Lloyds offer; we consider all offers in the context in which they are made."

The Office of Fair Trading, which is now expected to consider the Lloyds bid as well as the Unichem offers, will announce its decision on September 16.

This leaves Grampian Holdings still with a hope of winning Macarthy despite the lower value of their offer and a spokesman told *C&D*: "Grampian is still there. It remains the only offer unconditional of a decision by the OFT."

A statement from Grampian said the company had valid acceptances for just 0.08 per cent of the Macarthy equity plus a small number of the preference shares and that the board is "considering its position". Nevertheless, the company has extended its offer date to August 30.

Unichem have latched on to the

falling value of the Lloyds offer and a statement from company chairman Lord Rippon, issued just as *C&D* went to press, says: "On the day of the announcement of the Lloyds offer, the Lloyds share price fell 6.8 per cent and is now at 247p. The Lloyds ordinary offer is therefore now worth 268p per share



Macarthy's chief executive Ian Parsons: deadpan response



Allen Lloyd of Lloyds Chemists: typically aggressive style

(not 285p as it was on announcement) compared with the current value of the Unichem ordinary offer of 254.3p.

"In income terms the Unichem ordinary offer is better than the Lloyds ordinary offer. Accepting the Unichem ordinary offer, with our superior dividend yield and greater proportion of cash provides you with income of 14.2p (gross) per Macarthy ordinary share; the Lloyds ordinary offer gives you income of only 7.7p (gross) per Macarthy ordinary share."

## Simpler tax regime for the self-employed

The Inland Revenue wants to simplify the way the self-employed and sole traders pay their tax.

A consultative document proposes that the current system, where tax is assessed on the previous year's trading, is replaced by taxation on the current year's accounts. In essence, the Inland Revenue is trying to simplify procedures for both taxpayers and itself.

The Inland Revenue's consultative paper suggests two proposals. The first is to bring the tax assessment onto a current year basis, based on self-assessment. The taxpayer would make an interim payment in July based on half the liability for the previous year, then pay the balance and submit tax returns and accounts the following January. Tax would still be calculated and paid for standard

income tax years.

A spokesman for the Inland Revenue said that in most cases it would be likely to accept the traders' accounts but go through about 3 per cent with "a fine toothcomb."

The second and more radical proposal is similar to the first, except it would allow larger traders to pick their own accounting periods. The tax would still be paid in two instalments.

"We are not proposing to change the basis of taxation but the way in which the tax is actually collected," the spokesman told *C&D*. "Currently it is done on a previous year basis which involves negotiation with the taxpayer and settling in a complicated way."

The proposals, which the Inland Revenue sees as simplifying and streamlining tax collection, is its response to the growth in the self-

employed from 1.9 million 12 years ago to 3.5 million today.

Under either of the new proposals the taxpayer only has to deal with the Inland Revenue twice a year, and in most cases payments, returns and accounts could be accepted without any further inquiries or correspondence. However, taxpayers would be liable to surcharges if they failed to send in their returns or accounts on time.

For sole traders who do not want to work out their own tax position the Inland Revenue would do this for them. However, this would mean sending in the accounts some three months earlier.

The Inland Revenue is inviting interested parties to comment on their proposals by December 31. If accepted by Parliament the new proposals are not likely to come into force until 1995-96.



## The fittest surviving

An estimated 50,000 small retail outlets closed in the 1970s and a further 20,000 in the 1990s. But those that survive are the fittest, according to a report on neighbourhood retailing produced by Verdict Research.

Three quarters of all adults are frequent or occasional users of local shops and around 53 per cent of the total pharmacy and drugstore sales go through the neighbourhood sector. This is despite the fact that neighbourhood outlets account for only 36 per cent of total pharmacy and drugstore floorspace.

"Fifteen per cent of adults use a local chemist once a week. This rises considerably among women and, not surprisingly, older women," says the report. The future of neighbourhood shopping is likely to lie with the broadly based shop serving many different needs. Verdict believe that the successful local shop is one that does not try to compete with the superstore.

The market research company also believes there will have to be a further, though modest, reduction in local shop numbers, down 7,000 to 97,000 by 1995. *Verdict on neighbourhood retailing 1991* (£595), published by Verdict Research. Tel: 071-404 5042.

## Janssen restructure

Janssen have split their pharmaceutical division into three separate regions. The move is aimed at clarifying business objectives and strengthening individual accountability, says the company.

John Hunter has been appointed manager of the northern region and the midlands will be managed by John Smith. David Mitchell is moving from the company's OTC division to manage the pharmaceutical division's southern region.

## New Pfizer division

Pfizer have formed a new division with its own sales force to help handle the increasing number of new products coming through their research pipeline. Representatives of Richborough Pharmaceuticals — named after the nearby Richborough Castle — will be visiting the "medical and allied professions" from September onwards. Among their new products will be an antibiotic.

Current research by Pfizer includes work on antibiotics, anti-inflammatories, antidepressants and cardiovascular products. Last year the company spent some £375 million on R&D.

# Still no High Street recovery

There is little sign of any recovery in business in shops, stores and supermarkets, and consumer credit is down. However, retail sales volumes are up slightly and inflation is still drifting down. These are the bones of the latest batch of statistics to come from the Central Statistical Office and the Confederation of British Industry.

Commenting on their July distributive trades survey, CBI director of economic affairs Dr Andrew Sentance said: "While the worst of the fall in retail sales may now be behind us the continued lack of consumer confidence means that we are still waiting to see a significant upturn in business in the High Streets."

The survey shows retail sales for July at the same levels as a year ago, which represents an improvement on the June figure but is still poor for the time of year.

Overall, retail sales volumes for July were unchanged from a year ago and, looking ahead, retailers expect sales in August to be only marginally above the levels of a year ago. Some 35 per cent indicated they thought the levels of sales were poor, with just 13 per cent claiming sales have been good.

The levels of orders placed with suppliers tell an even gloomier tale. A balance of -20 per cent of respondents reported these orders up in July, the sharpest decline recorded so far. A balance of -11 per cent are expecting orders to be down next month, too.

The story is no better for wholesaling, with -10 per cent

saying sales volumes are below the level of July last year and -11 per cent expecting the same to be true for August. This is the tenth successive month wholesalers have reported sales below the level for last year.

Orders placed with suppliers tell the same tale with a balance of -17 per cent saying they have placed fewer orders. The rate of decline has, however, slowed.

Wholesalers' sales for the time of year are well down and with demand remaining weak, wholesalers report that stocks remain too high relative to expected sales.

CSO statistics for seasonally adjusted retail sales volumes for June show an improvement on April and May, with an index of 120 (1985=100). However, the index is marginally below the figure for the previous June. Provisional estimates for retail sales volumes for July give an index of 120.4.

The retail prices index (RPI) for June shows inflation running at 5.5 per cent, while the tax and prices index, which measures the change in gross income needed for people to maintain their purchasing power, is 5.2 per cent up over the last 12 months.

The output price index for the home sales of manufactured goods has risen 5.8 per cent year on year, while the input price index is up just 1.4 per cent in the 12 months to July.

The amount outstanding on consumer credit agreements rose by £22 million in June compared to a £36m decrease the previous month. However, the amount of new consumer credit advanced in the second quarter of the year, £3.7 billion, is down on the first quarter.

## Upjohn deny a cover-up allegations over Halcion

Upjohn are denying allegations made in the national Press last weekend that they withheld information on Halcion which could have influenced the decision to allow the drug to be licensed in the UK.

Dr Graham Burton, UK medical director, told *C&D* there was "no truth in the allegations". All data submitted in the UK was done in good faith and nothing was knowingly withheld, he said.

A spokesman for the Department of Health said the Committee on Safety of Medicines and the Medicines Control Agency are monitoring the situation.

Dr Burton confirmed that the authorities periodically monitor Halcion, in common with other benzodiazepines. However, he knew of no new data that they may be reviewing.

## NPA business development

The National Pharmaceutical Association is holding a series of free introductory evenings to their training and development programme for community pharmacists. The course's aim is to improve business knowledge and performance, image, marketing skills and techniques.

Introductory evenings will be held at Newcastle (September 25), Bristol (October 1), Leeds (October 8), Warrington (October 16), Glasgow (October 30) and Maidstone (November 6) from 7.30 to 9.15pm with a buffet from 6.30pm.

The first course — "Building a business through better marketing and merchandising" — will be held at the same venues from the end of October. Details are available from the NPA on 0727 832161.

## HH launch Checkout EPoS

Hadley Hutt have introduced the Checkout EPoS system for pharmacies.

Checkout, already used in other retail outlets, is a computerised till providing stock control, direct and general order facilities and business management assistance. It uses "active" stock control monitoring and sets monthly sales figures as it goes along, adjusting the figure as necessary.

Checkout accepts a variety of bar-code scanning equipment, accepts price look up codes or a price can be typed in. For those products not bar-coded it will print a bar code on a price sticker. Prices start at £2,995.

### Low cost PBX

MDS Telephone Systems of Dublin have introduced a "low cost" PBX for small businesses, the Opera 206. The system operates with two exchange lines and provides up to six extensions. It is BABT approved. MDS Telephone Systems. Tel: 353 1 366288.

### S&N dividend

Smith & Nephew have announced an interim dividend of 1.75p per share for the 24 weeks ended June 15, not 17.5p as *C&D* published last week.

### Correction

The telephone number for Interchange, organisers of the pharmacy study tour to China, is 081-681 3612 and not as stated in last week's *C&D*.

### Cussons Accolade

Cussons have been awarded the management quality standard BS5750 by the BSI. This complies with ISO9000, the international standard.

### Coming events

#### Advance information

**National Drug Information Conference.** "Drug information and the White Paper", University of Bath, **October 2-4.** Cost £125 to include accommodation and meals. Details from David Hands on 0703 796906/7.

**Flanders Gezondheid Expo.** International fair for classical and nature-based medicine, health and pharmaceutical products and nutrition, Flanders Expo, Gent, **October 4-6.** Details from Molly Productions on 32(0)91/302247.

**IBC Technical Services.** "Access to the internal market — How to maximise opportunities in the new NHS", London, **October 7.** Details from Hilary Pendall on 071-236 4080.

**The Cosmetic, Toiletry and Perfumery Association Ltd.** Autumn conference, Viking Hotel, York, **October 7-8.** Details from Mrs D. Smurthwaite on 071-491 8891.

**ICM and KPMG Management Consulting.** "Achieving Health Service goals through information driven management", National Motorcycle Museum, Birmingham, **October 8-9.** For details call ICM on 0483 37557.



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1315125	DEQUACETS	Pharmaceutical and veterinary preparations and substances
737615	DEQUADIN	Pharmaceutical preparations and substances and all goods included in Class 5
603904	ACRIFLEX	Ointments
611190	ANETHAINE	Pharmaceutical, veterinary and sanitary substances and preparations
706974	NYLAX	Laxatives being pharmaceutical preparations
1103488	SEA-LEGS	Pharmaceutical preparations and substances, all for the prophylaxis and treatment of travel sickness
1344207	SEA-LEGS (device)	Pharmaceutical preparations and substances, all for the prophylaxis and treatment of travel sickness; all included in Class 5
780078	DEQUASONE	All goods included in Class 5
784314	DEQUALONE	All goods included in Class 5
801288	DEQUAMIST	All goods included in Class 5
1218874	DEQUAMINT	Pharmaceutical and veterinary substances, all containing mint or being mint-flavoured
1268913	DEQUAMED	Pharmaceutical and veterinary preparations and substances
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**BIRMINGHAM, MARSTON GREEN** - Manager required for easily run community pharmacy in pleasant suburb. No paperwork. Four weeks holiday. Saturday afternoons free. No rota. Recently registered and hospital pharmacists considered. Telephone R.S. Magson, 0233 313332 work or 0676 23980 home.

**HOLLAND PARK W11** - Full time pharmacist required five days a week. 9am to 8pm. Also pharmacist required for alternate Sundays 9am to 7pm. Dispenser/technician required for SW5 area. Telephone 071-727 6350 for details (up to 8pm).

**GRAYS, ESSEX** - Manager required. Newly registered considered. Excellent salary. Five day week. Good supporting staff. Free accommodation available. Training provided. Modern, newly fitted pharmacy. Please apply Mr Steven Nibbs, 7 Baryte Close, Stanford-le-Hope, Essex SS17 0JF. Telephone 0375 643550 between 9 and 6pm and Mr J. Chasma 04024 59404 between 6 and 9pm.

**LONDON SE12** - £25,000. Pharmacy manager/long term locum required. Newly registered and hospital pharmacist considered. Good supporting staff. Telephone 081-852 1195.

**PETERBOROUGH** - Pharmacist required. Five or five and a half day week. Good supporting staff. No paperwork. Telephone 0733 262580.

**BIRMINGHAM WATERLINKS** - Manager required for busy pharmacy in redevelopment area. (New rail link planned). Half day Saturday. No Sunday rota. Please contact R. Atkinson on 021-454 7078.

**LONDON SW5** - Experienced retail pharmacist required for a small modern pharmacy. Low dispensing. Excellent supporting staff. Minimal paperwork. Long term locum will be considered. Immediate start. Tel: 071-244 6699 (until 6pm).

**HEMEL HEMPSTEAD** - Manager required for busy, challenging community pharmacy. Monday-Friday, 9am-7pm. Salary will reflect demands of this position. Tel: R. Thompson, 081-575 1816.

### LOCUMS

**RETTFORD, NOTTS** - Locum re-

quired for one week from 21 October, also for two days per week from September. Telephone (0777) 709117.

**MERSEYSIDE/WARRINGTON** - Long term locum required for small group. Can offer up to four days per week. Good supporting staff. Contact Mark Addison (0565) 654608.

**ASCOT, BERKS** - Locum required for the week of 18th November. Also any week in September. J.A. David, 0344 882399.

**LONDON E14 (DOCKLANDS)** - Long term locum required, beginning September. Tel: 071-987 3493.

### PHARMACIST ASSISTANTS

**FULHAM SW4** - Full time or long term locum pharmacist required to assist proprietor. No paperwork. Suit newly registered or hospital pharmacist. Salary by negotiation. Telephone Mr S. Patel on 071-736 2882.

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### SITUATIONS WANTED

**ANALYTICAL CHEMIST** - 15 years experience in research and development, two years lecturing, seeks new challenge. London based but will travel. Contact Paul Pelter, 0689 823404 (Orpington - eves).

**LOCUM AVAILABLE** - Short term / long term locums. London area. Telephone 071-928 4143.

**NOTTS, Lincs, HUMBERSIDE** - Reliable locum available from mid-September. Available days or weeks. Please ring J. Lee, 0522 514366 evenings.

**A MAN FOR ALL SEASONS** - Emergency locum pharmacist available on a daily basis. Reliable, adaptable and highly recommended. Contact Lionel Stein, 47 Preston Road, Wembley, Middx. Telephone 081-904 2976.

**WEST YORKSHIRE AREA** - Exper-

enced locum pharmacist seeks regular days, one to four days per week, commencing mid September. Some emergency days available immediately. Telephone 0532 685569 or emergency 0426 976400.

### BUSINESSES FOR SALE

**DERBY SUBURB** - Long established, friendly, lock-up pharmacy. Turnover £420,000 increasing scripts 4,000+ per month. New lease £4,662 per annum with review after 3½ years. Price asked for lease, goodwill, fittings and fixtures £350,000 plus stock at valuation, around £26,000. Telephone 0332 862649 evenings.

**LIVERPOOL SOUTH** - Double fronted pharmacy. Turnover £340,000, NHS approximately 2,500 per month. Leasehold, recent partial refit. Price £175,000 plus stock at valuation. Telephone 051-428 3768 (business hours).

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**KIRBY LESTER KL7** tablet counter. Good condition £150. Tel: Newry 0693 62150.

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# About people



## Society's honorary membership

Professor Geoffrey Phillips OBE, a senior scientist at the Laboratory of the Government Chemist, has been made an honorary member of the Royal Pharmaceutical Society. It is the first time that an LGC member has received such an honour.

Professor Phillips has worked for the LGC for 35 years. His particular specialism, in health and environment, has included responsibility for analysis and control of poisons, medicines and drugs of abuse for which his achievements include improved methods of identification. He is currently involved in the promotion of analytical and quality assurance in professional and educational areas.

Professor Phillips said he was surprised and delighted with the award. "I hope this will be seen as reflecting the valuable work carried out at LGC, where I have been ably supported by my many colleagues over the years."



Anthony Peel (right), managing director of a company with pharmacies in Huddersfield, Newsome and Almondbury, takes delivery of an appropriately registered van — J1 NHS — which he plans to use in a new collection and delivery service. Premier Motors general manager Paul Ashworth hands over the keys. (Picture courtesy Huddersfield Newspapers). Plans by Boots to introduce repeat prescription collection services have generated a considerable number of column inches in local newspapers in recent weeks



Mr J. Johnson of Glade pharmacy, Kidderminster, is seen receiving his prize in front of his winning entry in the Mawdsley Brooks own-label window display competition. Business development executive (West Midlands depot) Christine Edwards presented the prize of a weekend for two in London.

## Pharmacy sponsors raft race

Fundraising raft racers from the Looe Youth Club recently raised over £1,000 for local charities — with help from pharmacist Robert Chisman.

Mr Chisman, a Vantage pharmacist at Williams Pharmacy, Fore Street in Looe, arranged sponsorship for the local youth club which took part in the raft race, staged recently as part of the Blue River fun day in Looe.

Not only did Mr Chisman provide the youth club team with Vantage T-shirts, he also donated prizes for the race winners.

## APPOINTMENTS

SEAMA, the Small Electrical Appliance Marketing Association, has recruited **John Broom**, managing director of Babylliss UK, to the five member strong executive committee.

**Sue Self** is the new plant manager for Jaycare Ltd's Elm Road factory which manufacturers pharmaceutical packaging and medical devices. She was formerly a sales manager, based at Jaycare's Erith marketing offices. **Sarah Seddon** takes over as account executive for the North-East of England; Ms Seddon was previously with Cope Allman Plastics Ltd. **Claire Lacy-Smith** joins Jaycare as account executive for London and the South. She was previously area manager for Coppice Alupack Foil Containers Ltd.

**Rob Conchie** has been appointed sales and marketing director for Aerosols International, the specialist formulators and fillers of aerosol products. Mr Conchie joins Aerosol after 14 years with L'Oréal.

## Scottish winners for poster award

The 1991 Martindale Pharmaceuticals poster award, organised by the UK Clinical Pharmacy Association has been awarded to five pharmacists working in Scotland.

The winning poster — "A clinical pharmacy service target improvement programme" — came from S.A. Hudson, P.S.

Warrington, M. Grieve, S. Bishop and D. Bolton of the Clinical Pharmacy Practice Unit, Lothian Health Board and Department of Pharmacy, Strathclyde University.

The authors will present the poster at the 1991 annual midyear clinical meeting of the American Society of Hospital Pharmacists in New Orleans in December.

## Deaths

**Daphne Potter**, on August 16. *Stephen Glass writes:* "Daphne Potter, who started Potter-Evans with Muff Evans, was a familiar figure in the cosmetics industry. Her elegant bearing could not be overlooked, indeed she was a perfect example of how you would expect a woman to look in the fashion and beauty business."

Daphne had been manager of consultants at Revlon, staff manager at Jaeger, personnel

and area executive at Cresta and also Coty consultant manager.

In the late 70s she founded Potter-Evans Personnel with her partner Muff Evans and became well known with all the leading cosmetic and fragrance houses for whom she supplied staff until she retired in 1989.

She will be sadly missed by all those whose lives she touched in the fashion and beauty industry."



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